

FIG. 2

Wish server
101.

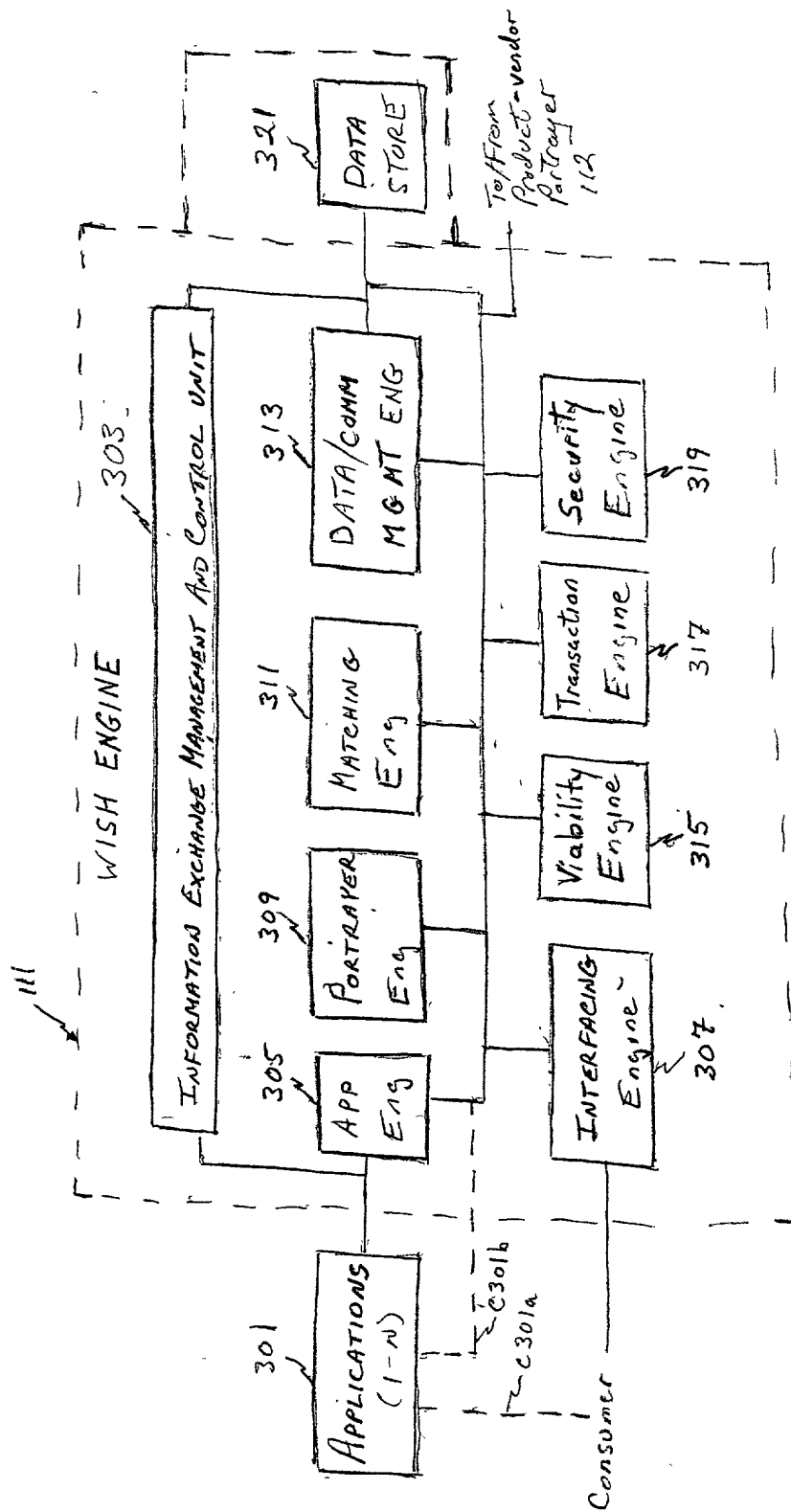


FIG. 3

App Engine
305

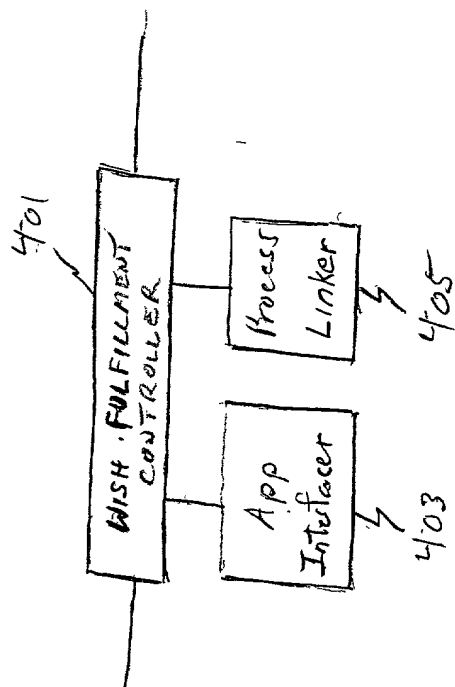


FIG. 4.

FIG. 5

Interfacing Eng
307

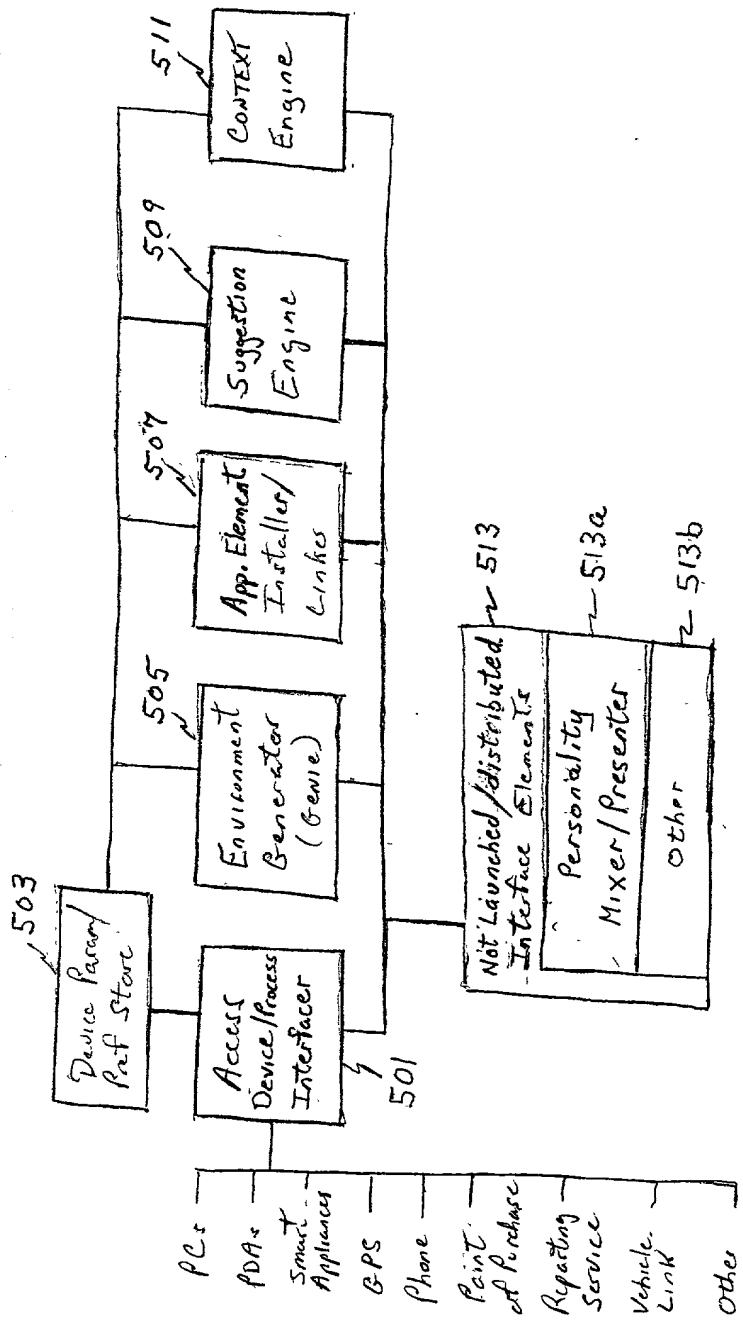


FIG. 5

Portrayer
Eng-
309

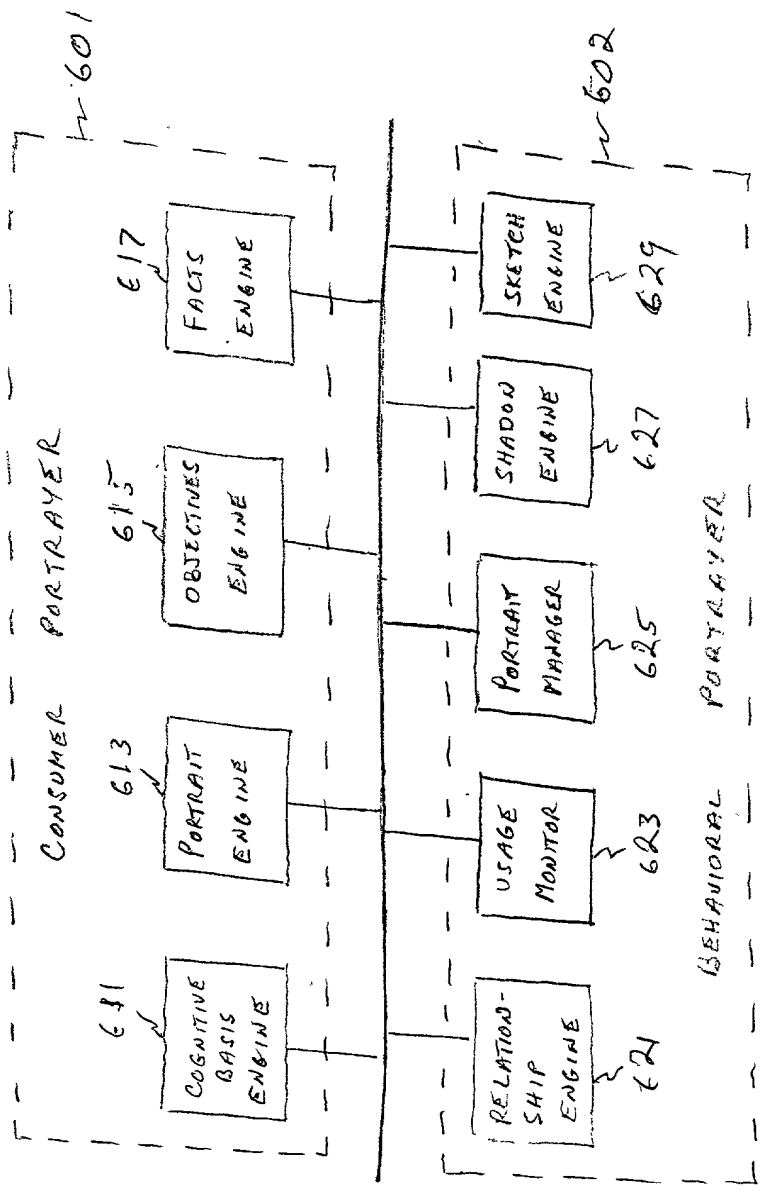


FIG. 6

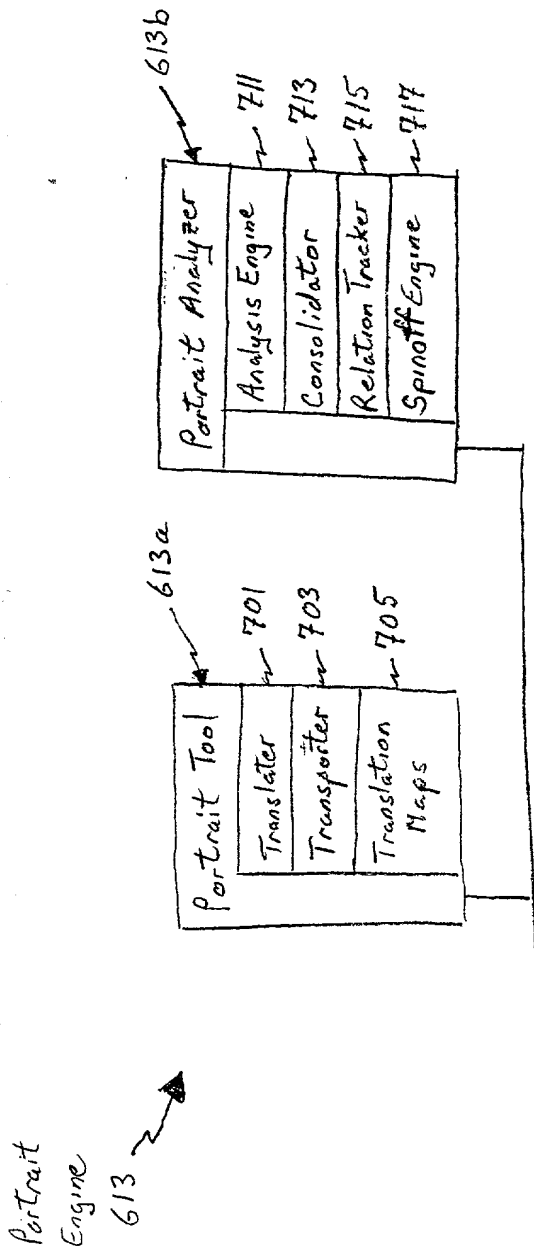


FIG. 7a

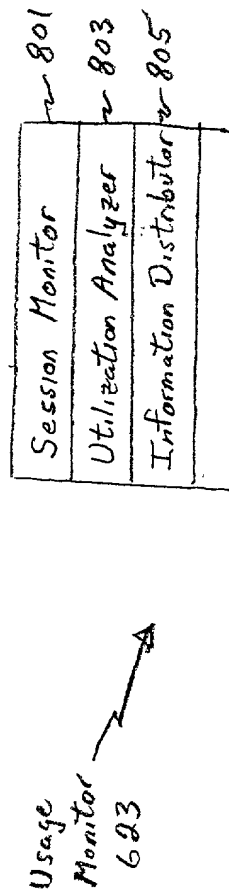


FIG. 8

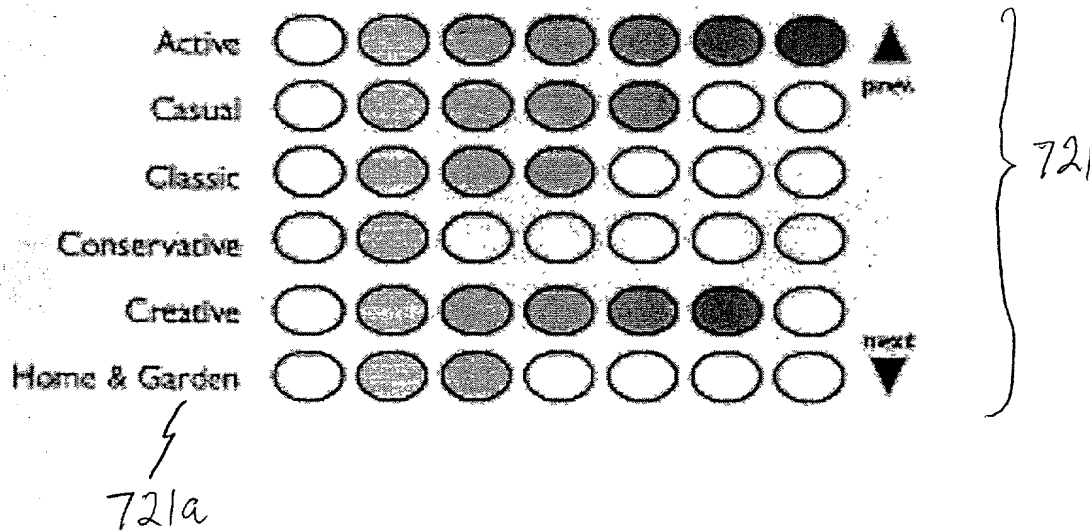
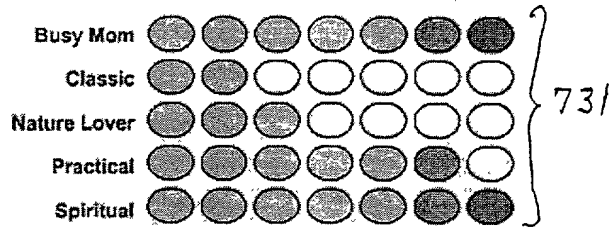
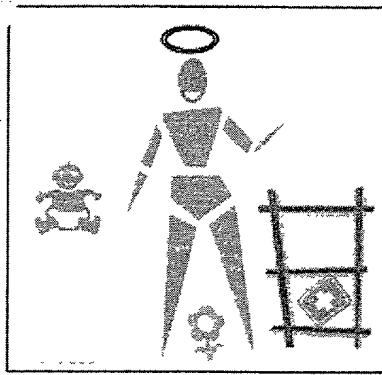
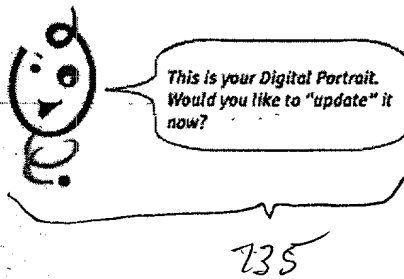


FIG. 7b



○ No, instead...

737

FIG. 7c.

Here is a guide to the ^{exemplary}~~existing~~ art for the personality mixers ^{that follow in} pmixerguide.txt

U.S. ADULT MIXER

FIGS. 7A-7M

(18 years and older)

Active = Ping pong paddle
Casual = Slippers
Classic = Pedestal
Conservative = Bow tie
Creative = Painting
Home & Garden = Hammer
Loves To Learn = Books
Nature Lover = Flower
Pamper Me! = Feather
Parent = Baby
Passionate = Smile
Practical = First aid kit
Rebel = Sunglasses
Spiritual = Halo
Stylish = Checkered pants
Techie = Computer
Trendy = Spiky hair
Upscale = Diamond
Way Too Busy = Flying money

U.S. TEEN MIXER

(14-17 years)

Active = Ping pong paddle
Casual = Slippers
Creative = Painting
Extravagant = Flying money
Loves To Learn = Books
Nature Lover = Flower
Pamper Me! = Feather
Practical = First aid kit
Rebel = Sunglasses
Social = Telephone
Techie = Computer
Trendy = Spiky hair

U.S. OLDER CHILDREN MIXER

(9-13 years)

Active = Skateboard
Loves To Learn = Books
Social = Telephone
Rebel = Sunglasses
Creative = Painting
Techie = Computer
Trendy = Spiky hair

U.S. YOUNG CHILDREN MIXER

(5-8 years)

Active = Skateboard
Loves To Learn = Books
Social = Telephone
Strong-willed = Football helmet
Imaginative = Finger painting

FIG. 7d

pmixerguide.txt

Princess = wand
Techie = Computer
Trendy = Sunglasses (note how trendy is no longer spiky hair - this was to be able to use the helmet)

JAPANESE ADULT FEMALE MIXER

Unlike the US female, the Japanese female mannequin is wearing a skirt by default.

Busy Mom = Baby
Always Busy = Clock with wings
At One's Own Pace = Metronome on Shelf
Active = Tennis Racket
Individualist = Sunglasses
Traditional = Bow Tie
Original Thinking = Painting on wall
Full of Curiosity = Computer on Shelf
Loves Nature = Flower
Practical = First Aid Kit on Shelf
Subdued = Sun - a high rating means the sun is faint.
Homebody = Slippers
Brand Conscious = Purse
Sensitive to Trends = Reddish brown spiky hair or possibly yellow
Stylish = Checkers on skirt

JAPANESE ADULT MALE MIXER

Always Busy = Clock with Wings
At One's Own Pace = Metronome on Shelf
Active = Tennis Racket
Individualist = Sunglasses
Traditional = Bow Tie
Original Thinking = Painting on wall
Full of Curiosity = Computer on Shelf
Loves Nature = Flower
Practical = First Aid Kit on Shelf
Subdued = Sun - a high rating means the sun is faint.
Homebody = Slippers
Brand Conscious = Golf bag
Sensitive to Trends = Reddish brown spiky hair or possibly yellow
Stylish = Checkers on pants
Company man = Briefcase

1006129 013002

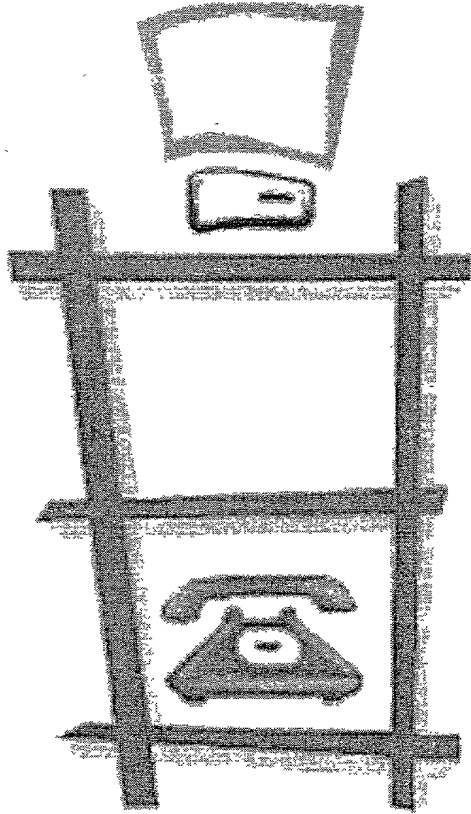
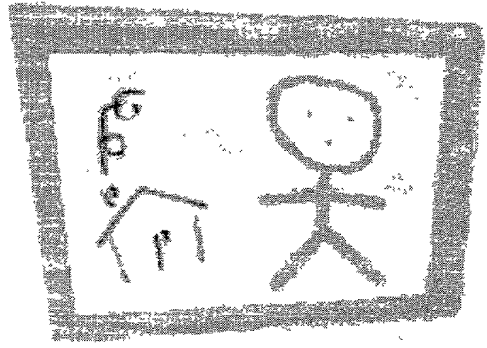
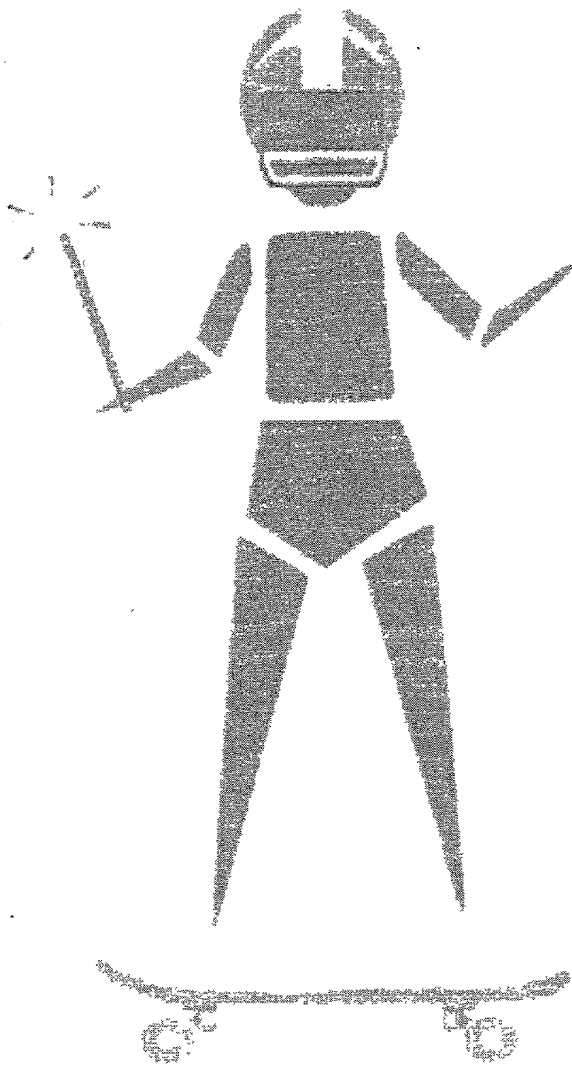


FIG. 7A

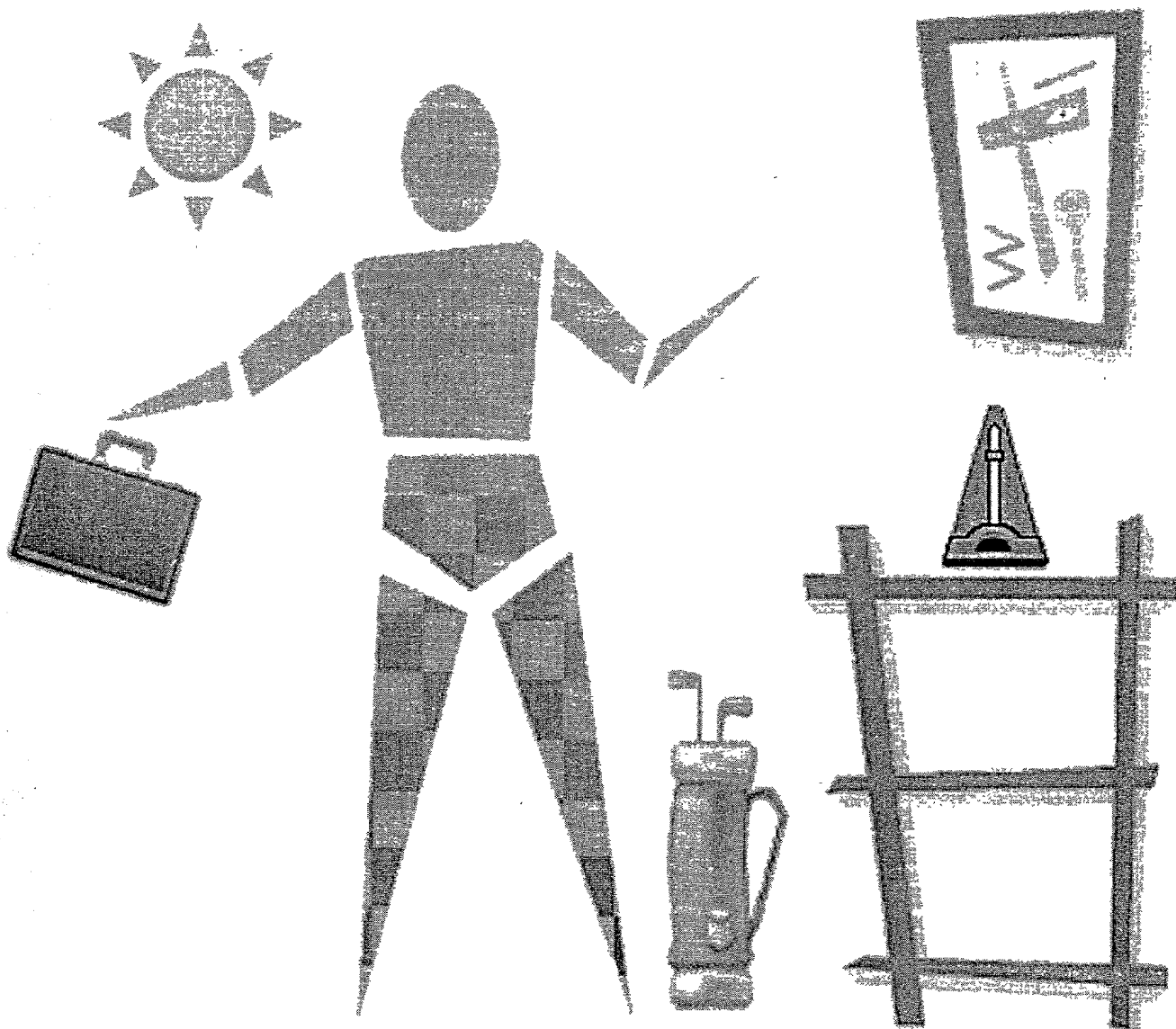


FIG. 7g

2008-10-23 14:00

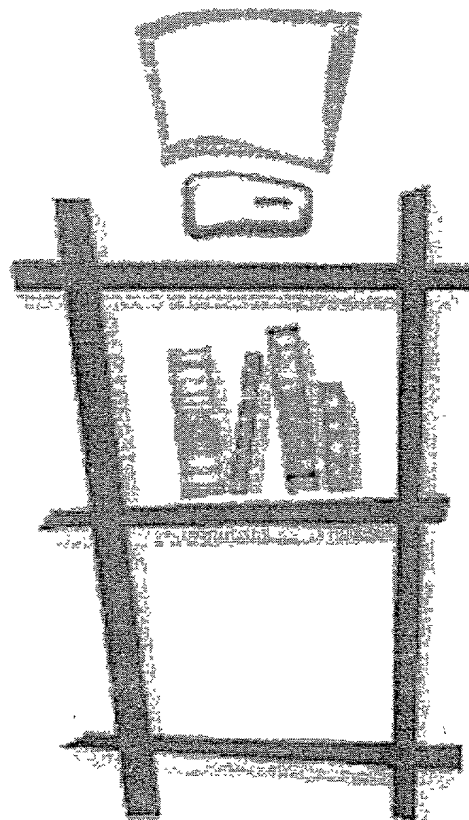
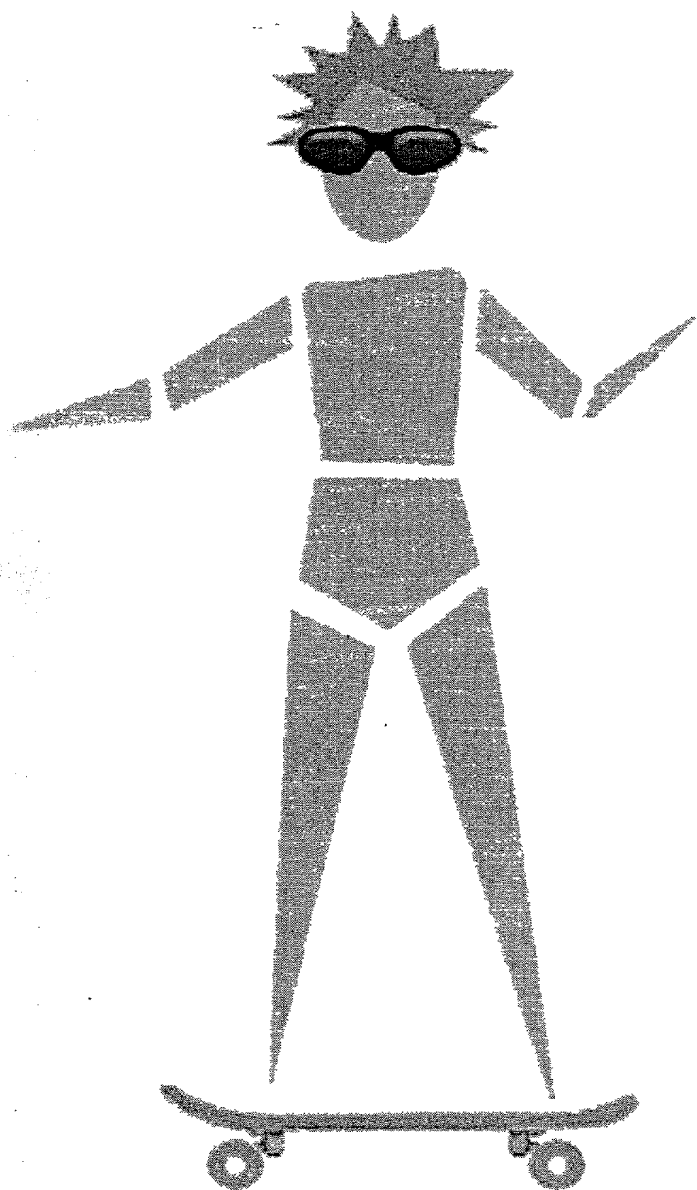


FIG 7h

2006133-0100

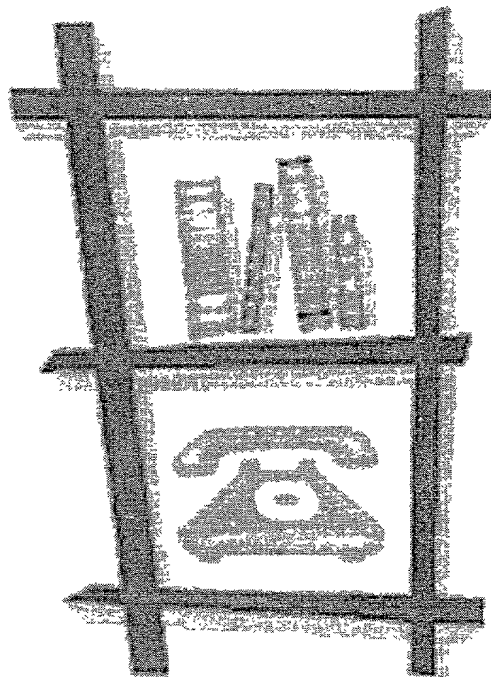
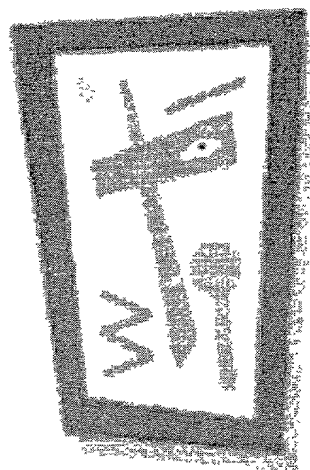
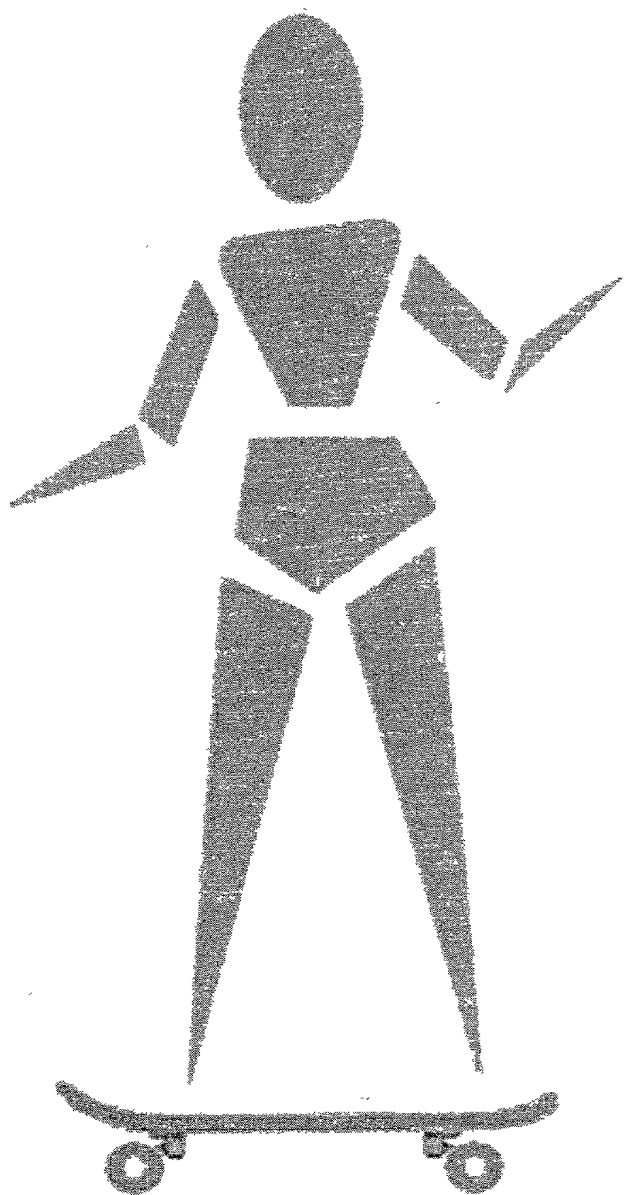


FIG. 7c

10066476 01300

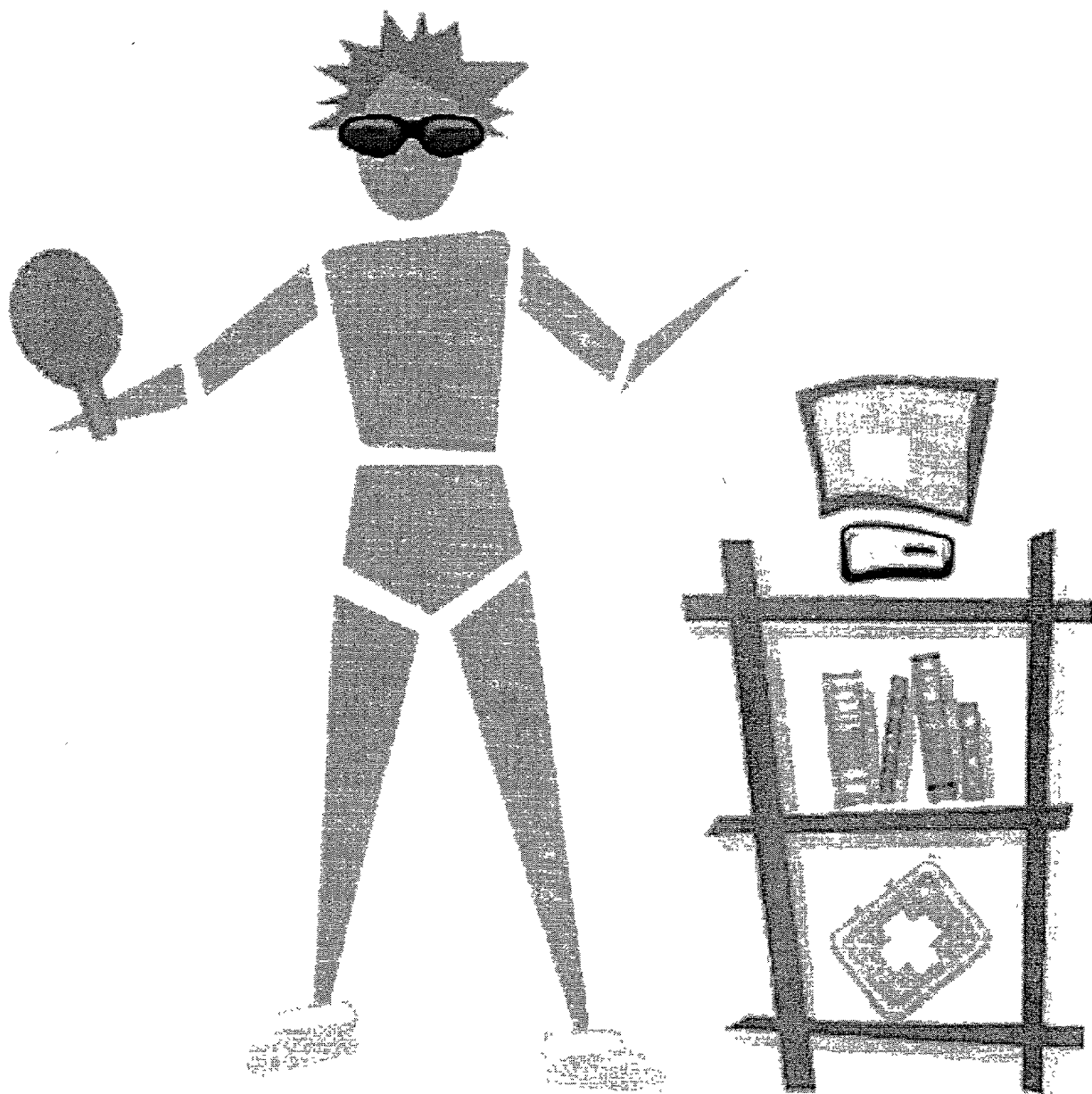


FIG. 7j

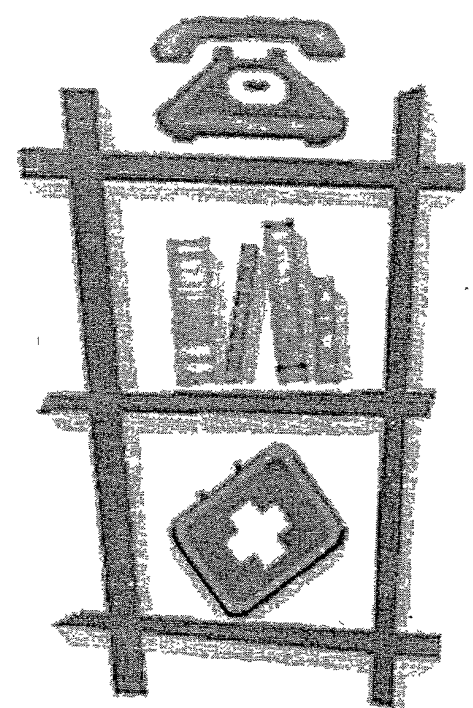
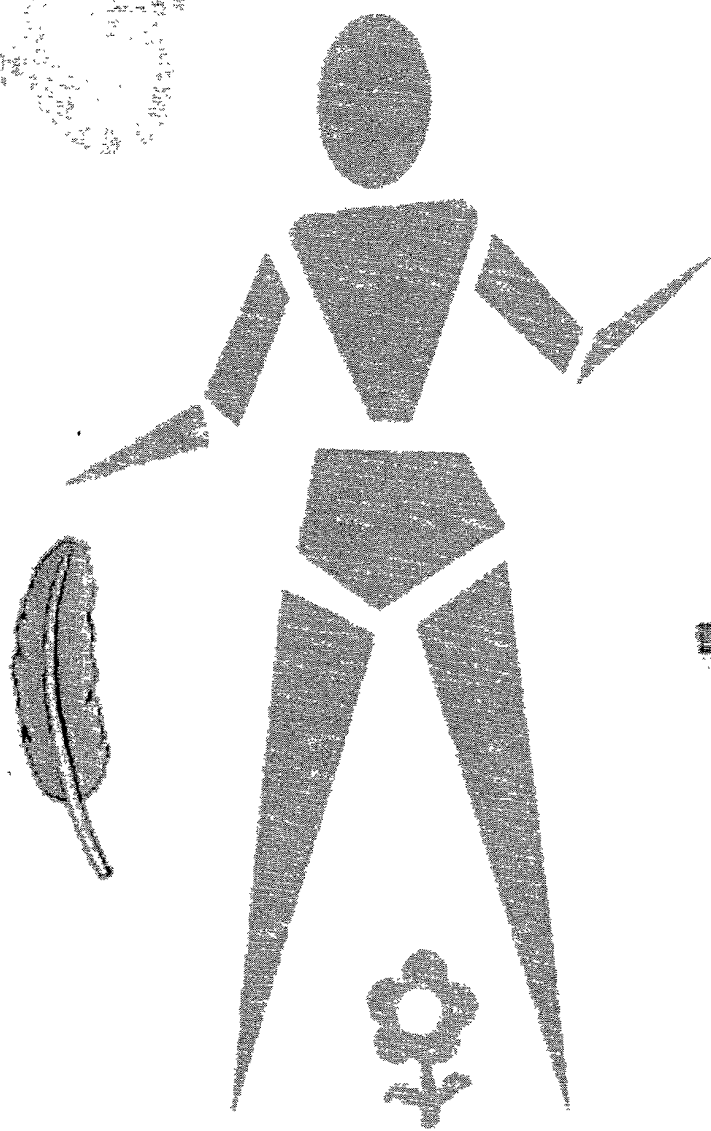
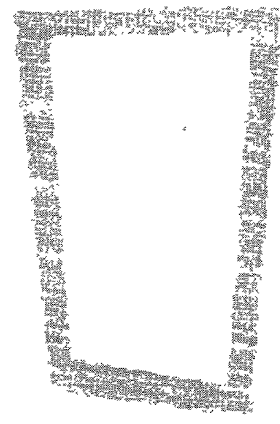
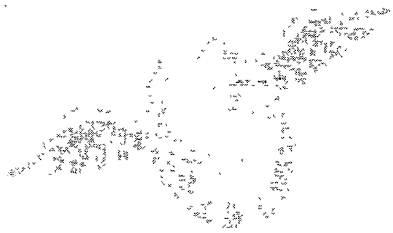


FIG. 7k

10056436 . 01300

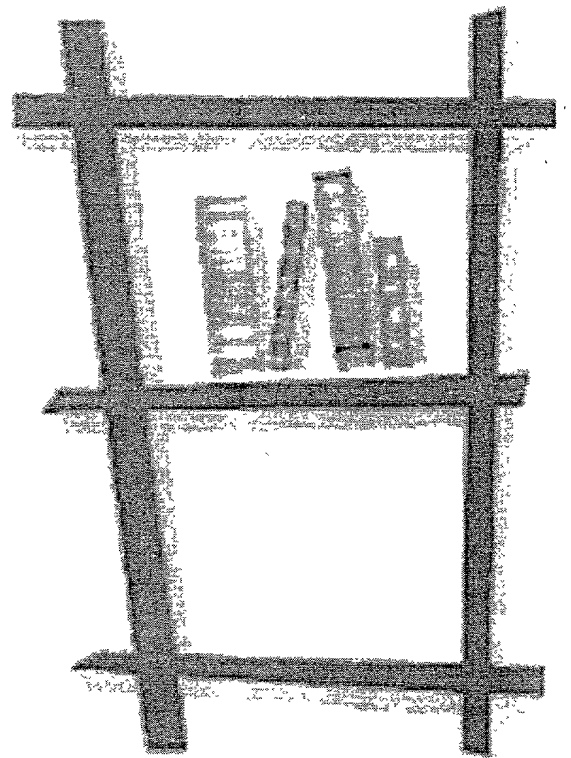
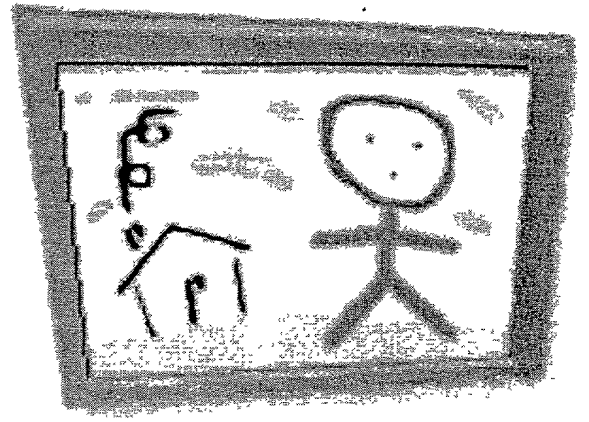
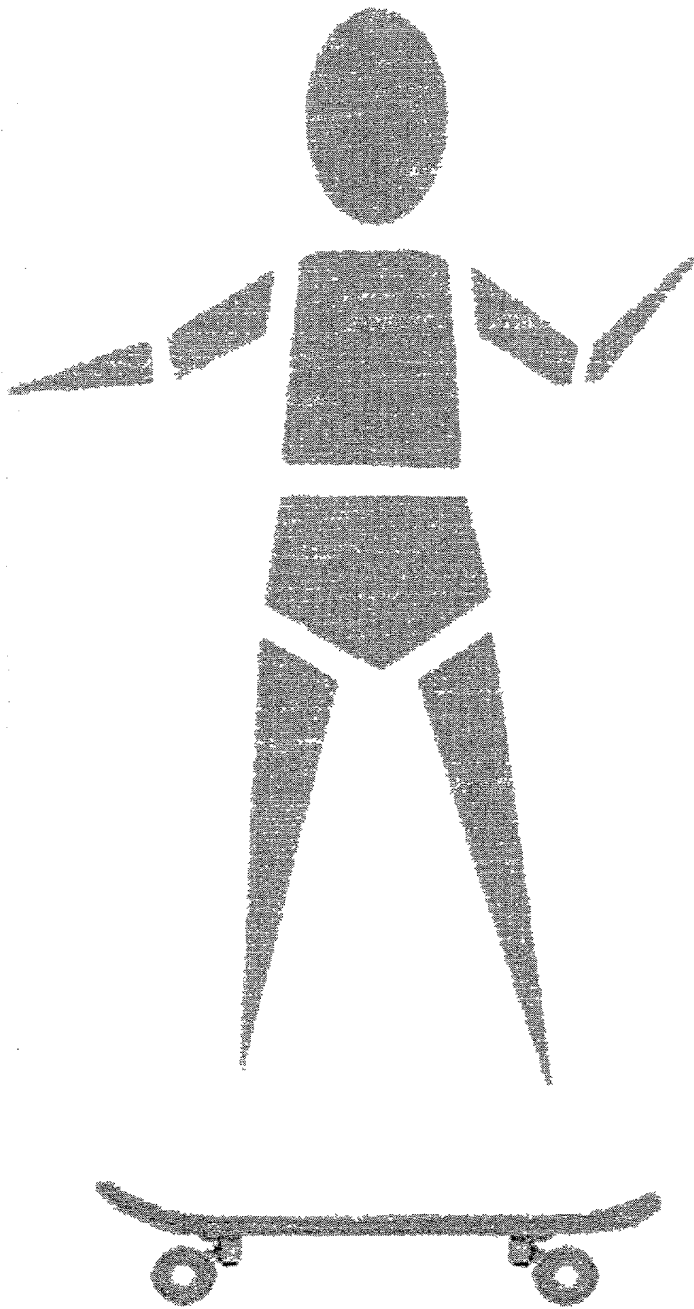
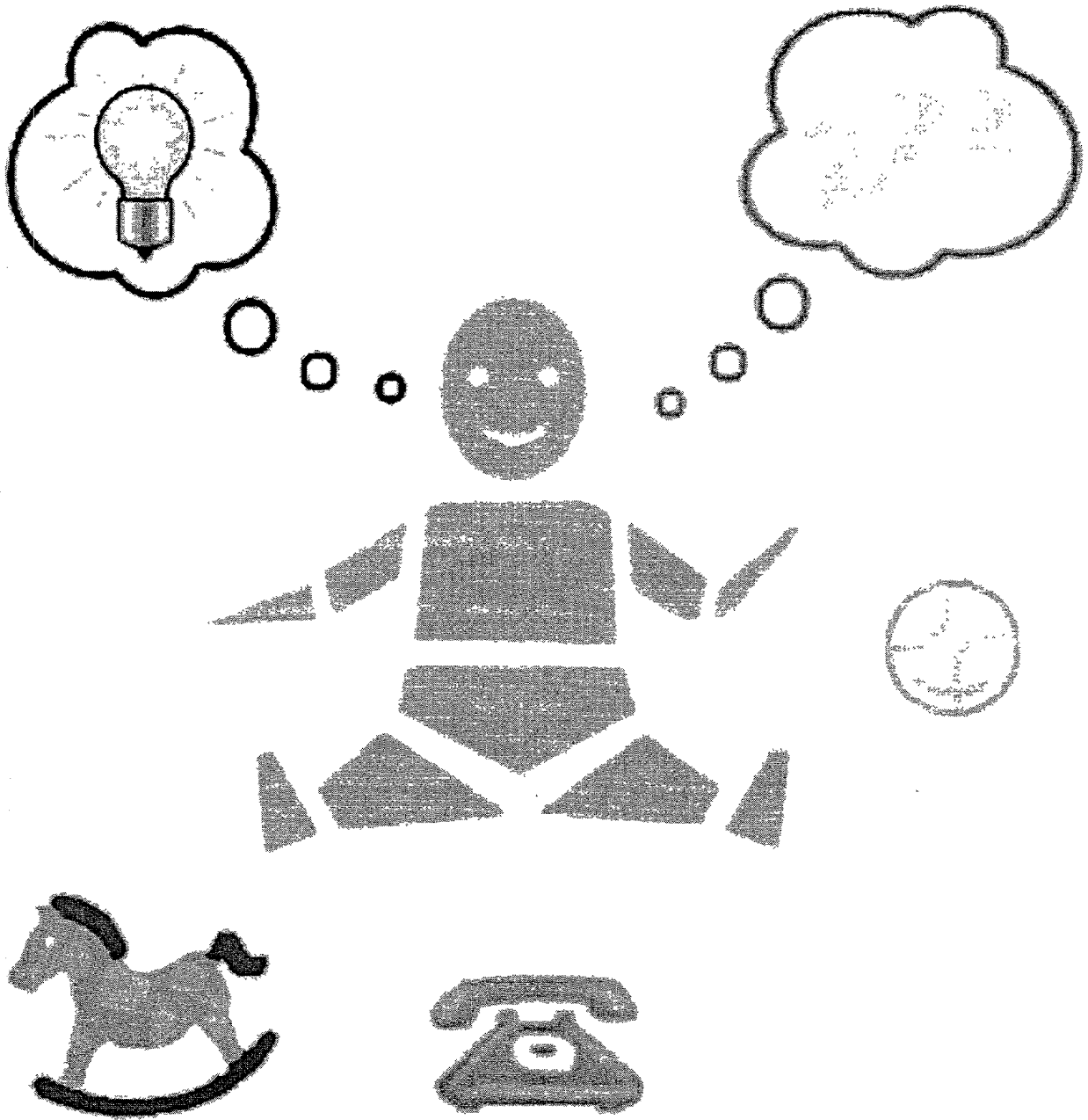


FIG. 7L



F16. 7m.

Matching
Engine
311

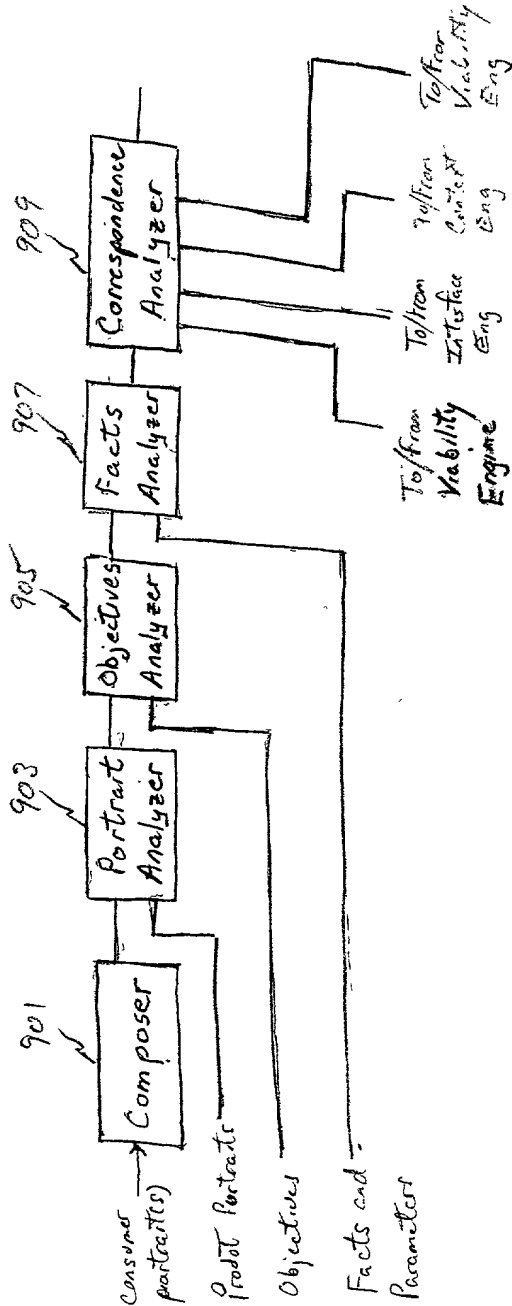


FIG. 9

Date/Com Mgmt Engine

313

2*

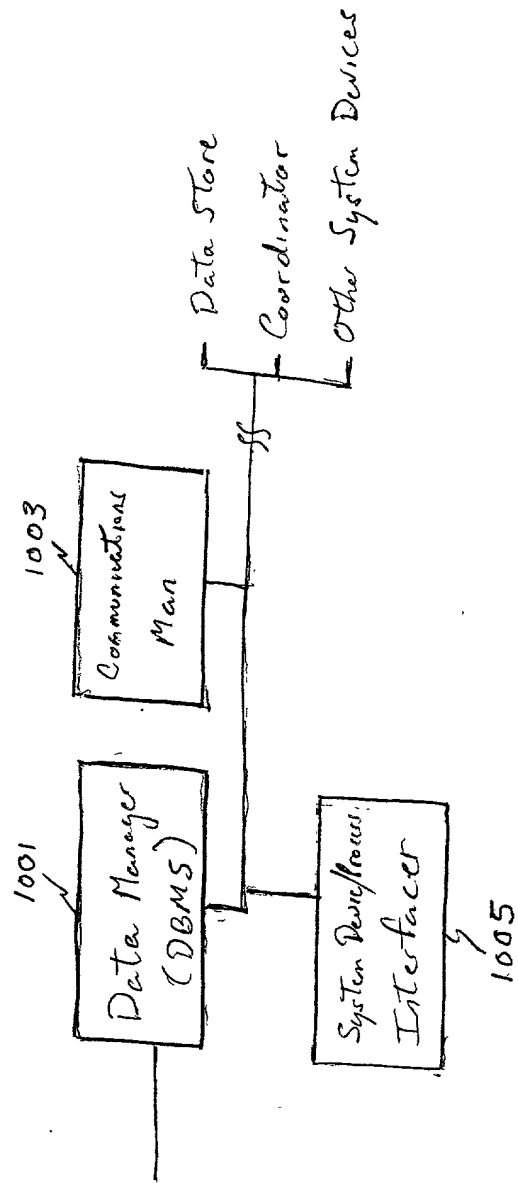


FIG. 10

Viability Engine
317

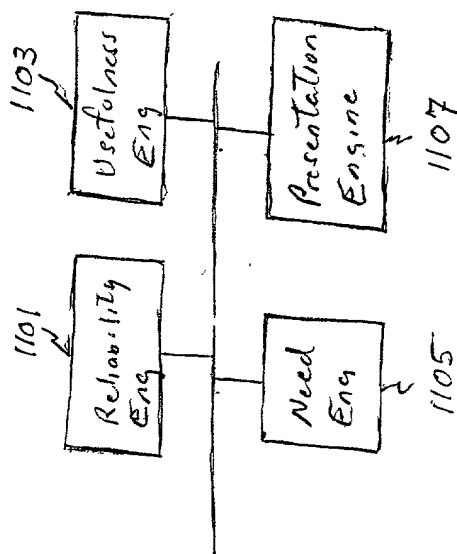


FIG. 11

Transaction
Engine

319 →

Wish Fulfillment Monitor	1201
Automatic Purchase Eng.	1203
Purchasing Agent	1205
Product Suggester	1207
Activity Tracking System	1209
Review Reporter	1211
Chat Engine	1213
Search Engine	1215
Device Control Engine	1217

FIG. 12

Security
Eng
321 →

Security Assigner	~ 1301
Security Checker	~ 1303
1-way Encryptor	~ 1305
1-way Decryptor	~ 1307
Other	~ 1309

FIG. 13a

1300

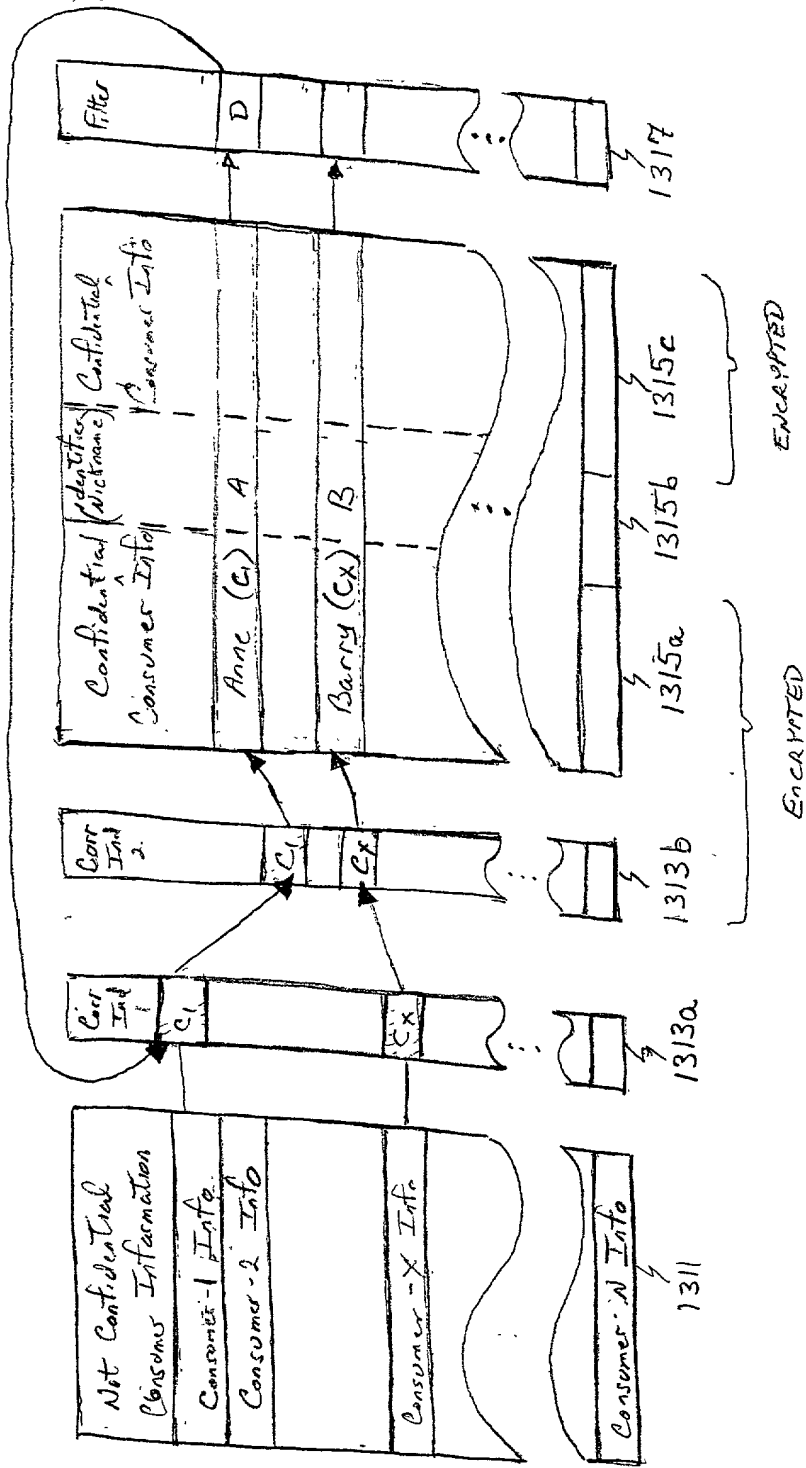


FIG. 13b

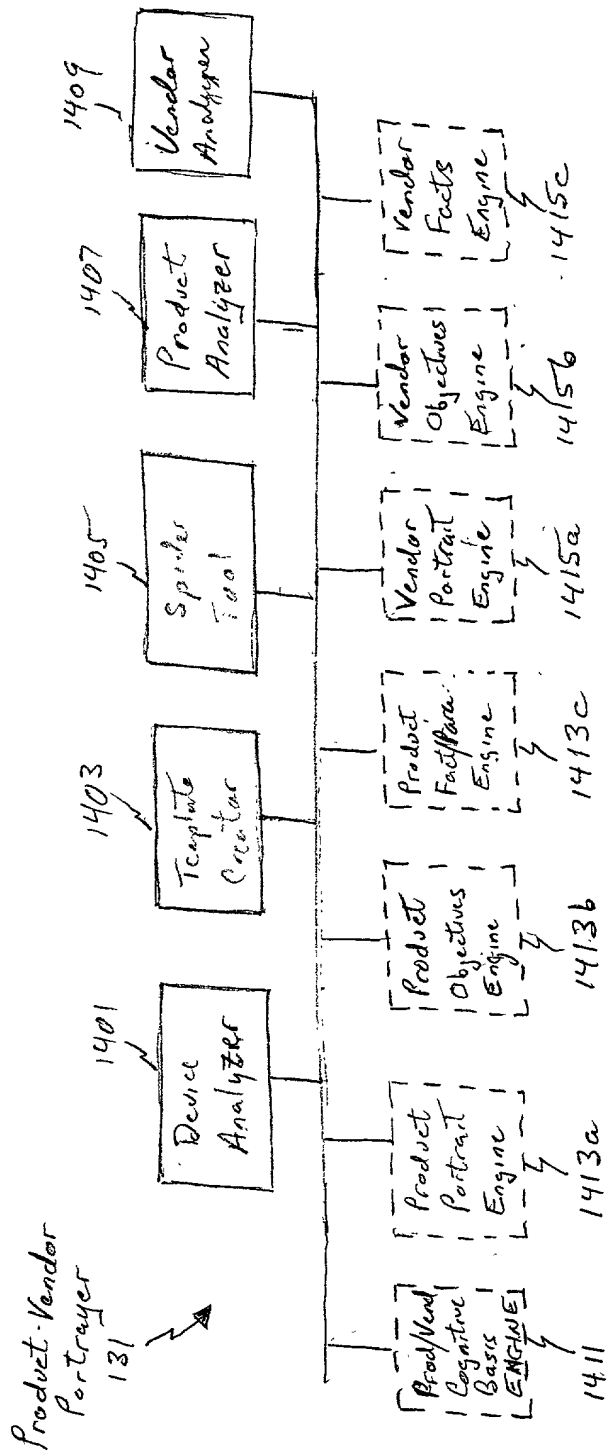


FIG. 14

1505

Long Term Interests	
CTI	COGNITIVE ASPECTS

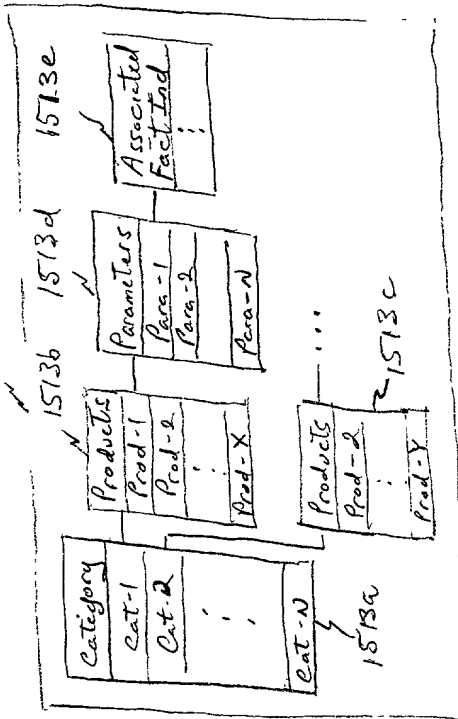
1503

Product Cat. Map	
Prod Cat	COGNITIVE ASPECTS

1501

Intentions Map	
Intentions	COGNITIVE ASPECTS

1513



1511

Messages list
Ordered/ grouped messages
MSG-N

1509

Asst. Wish List
Products
Facts

1507

Wish List
Product 1
Product 2
Product-N

F/G. 15a
Data Structural Elements
(Maps, Lists, Etc.)

Consumer
Portrait
1521



Profile		
Cognitive Aspects	Weights	Offsets
↓	↓	↓

Intents		Long Term Intents		Product Design (ns)	
Intents	Weighted Cognitive Aspects (personality aspects)	LTI's	Weighted Cognitive Aspects (personality aspects)	PE's	Weighted Cognitive Aspects (personality aspects)
↓	↓	↓	↓	↓	↓
1-N	1-N	1-M	1-M	1-X	1-X

FIG. 156

Start

Receive negative and/or factual information about a consumer 1601

Receive negative and/or factual information about the product 1603

Determine correspondence between consumer and product information 1605

Present results to consumer 1607

End

FIG. 16a

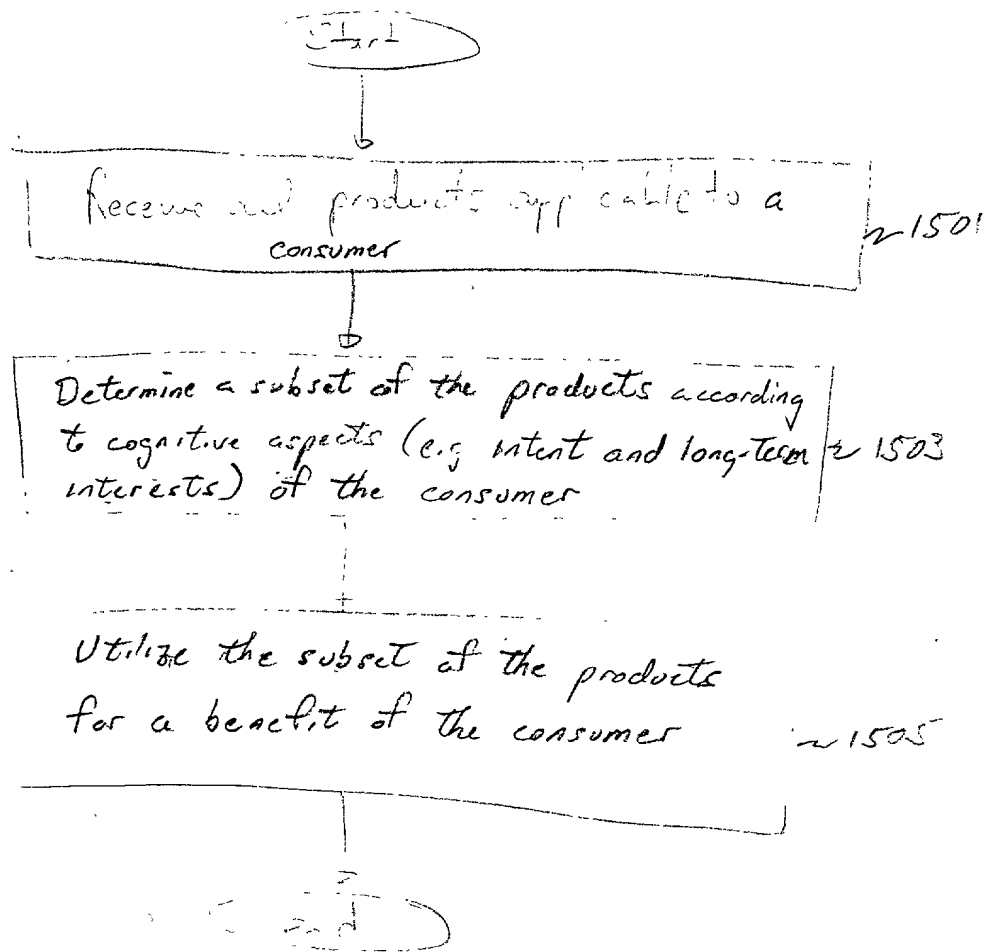


FIG 16b

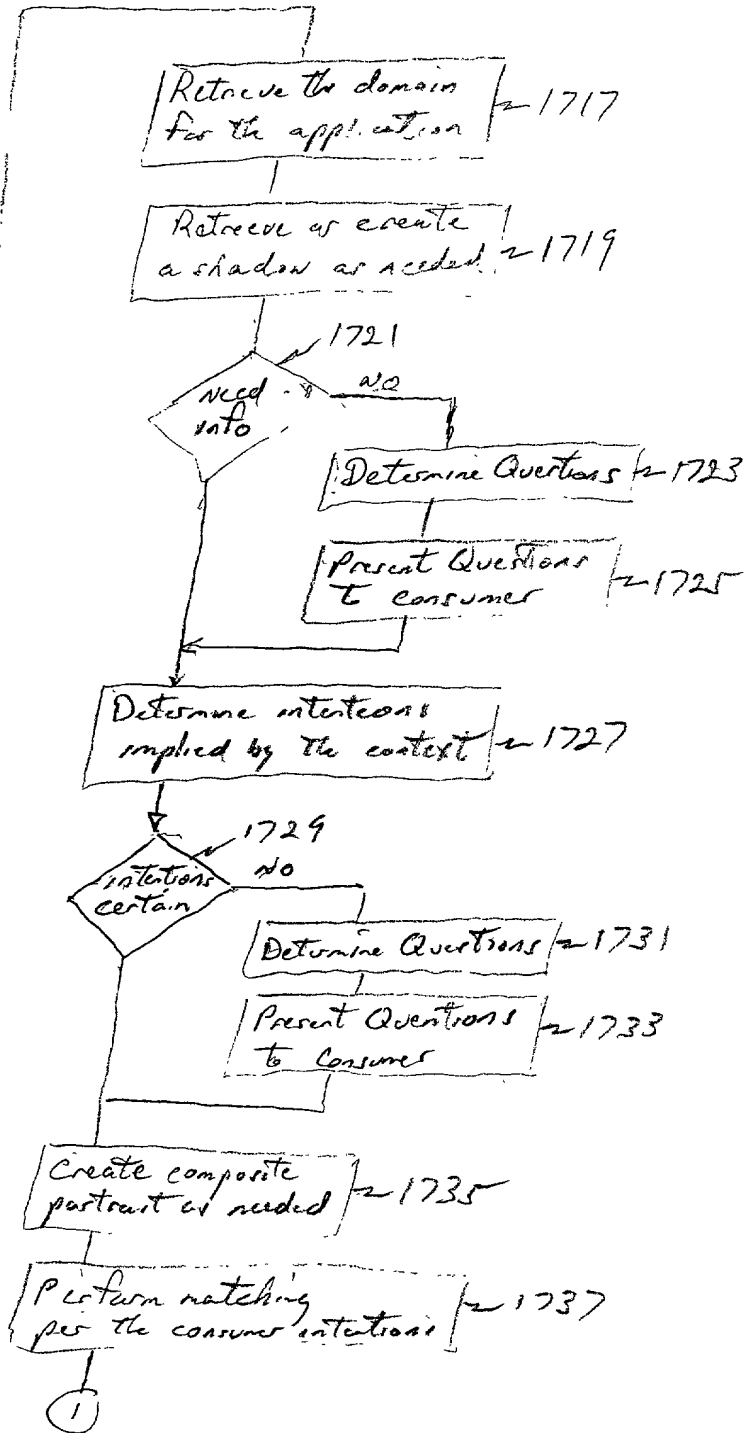
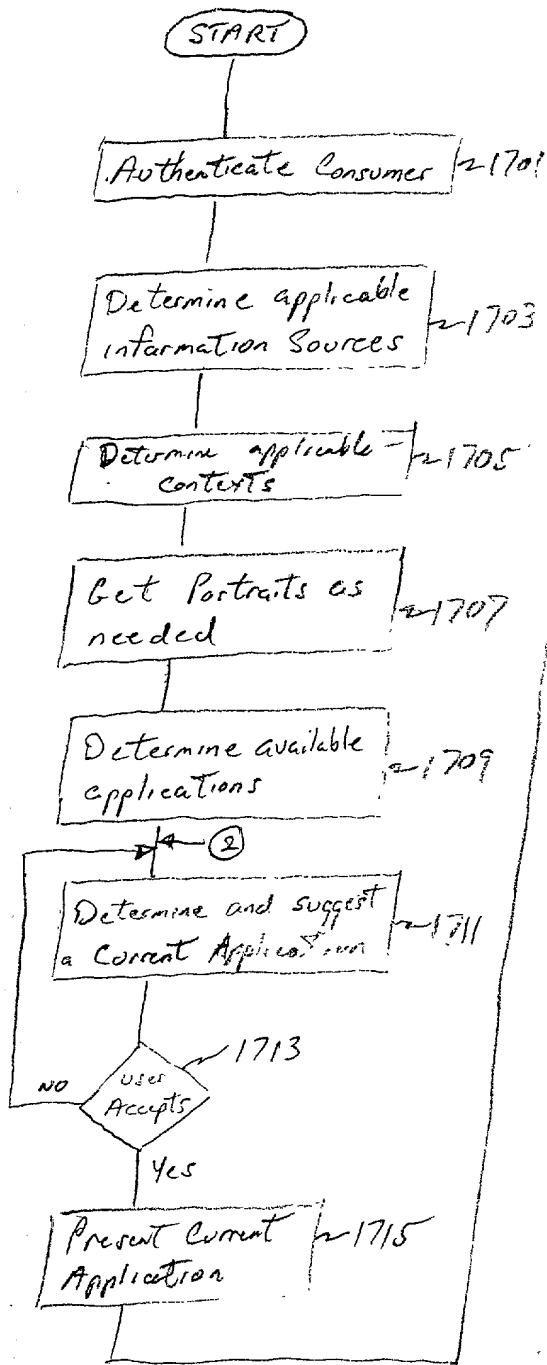


FIG. 17a

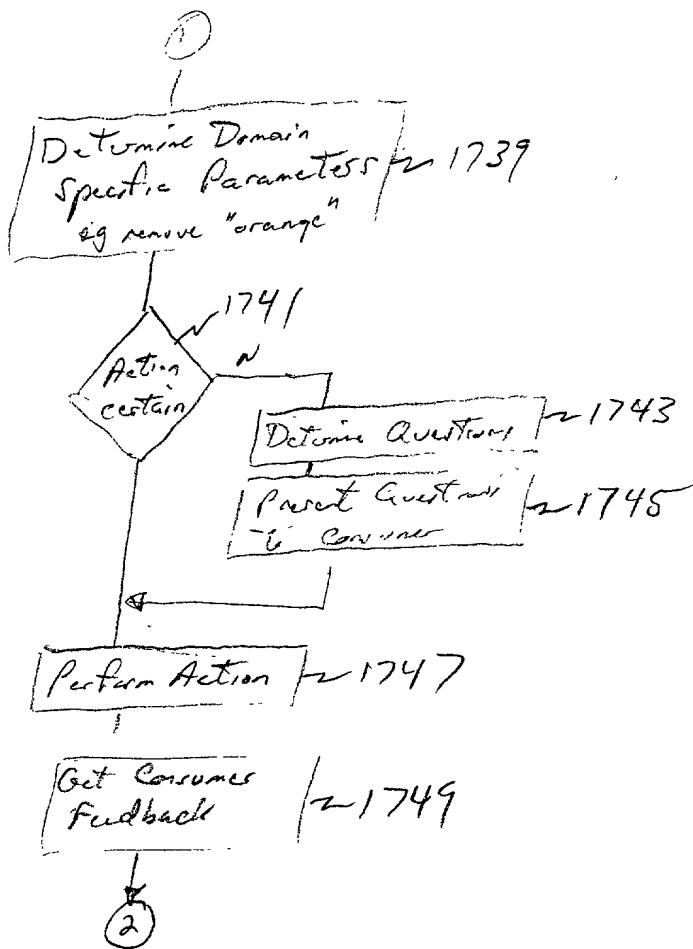
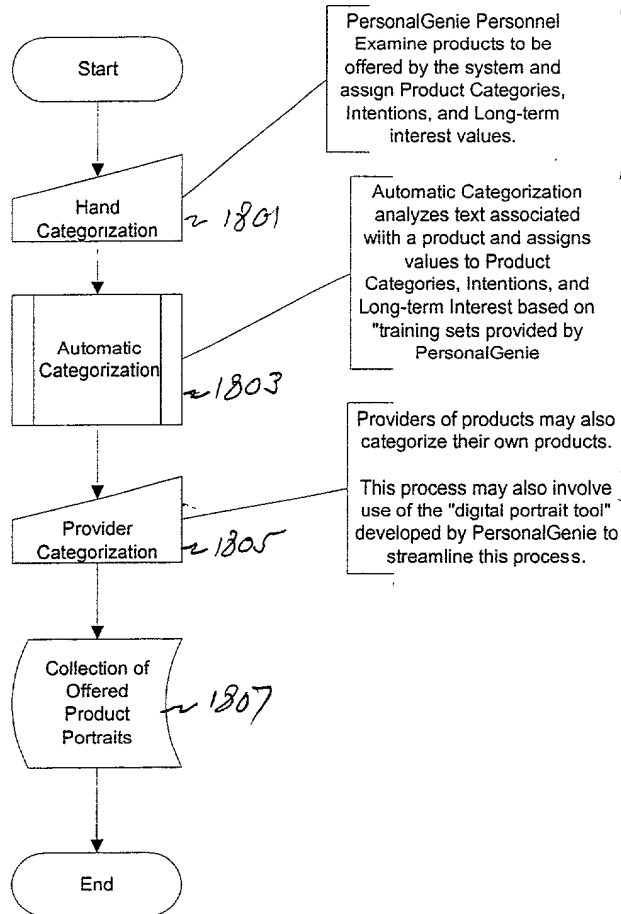


FIG. 176

PersonalGenie Creates Product Portraits of Offered Products



eg latent semantic indexing or other methods

Organic Category → LTI wishes

desire value + effort
not to insult

FIG. 18

Consumer Creates Portrait

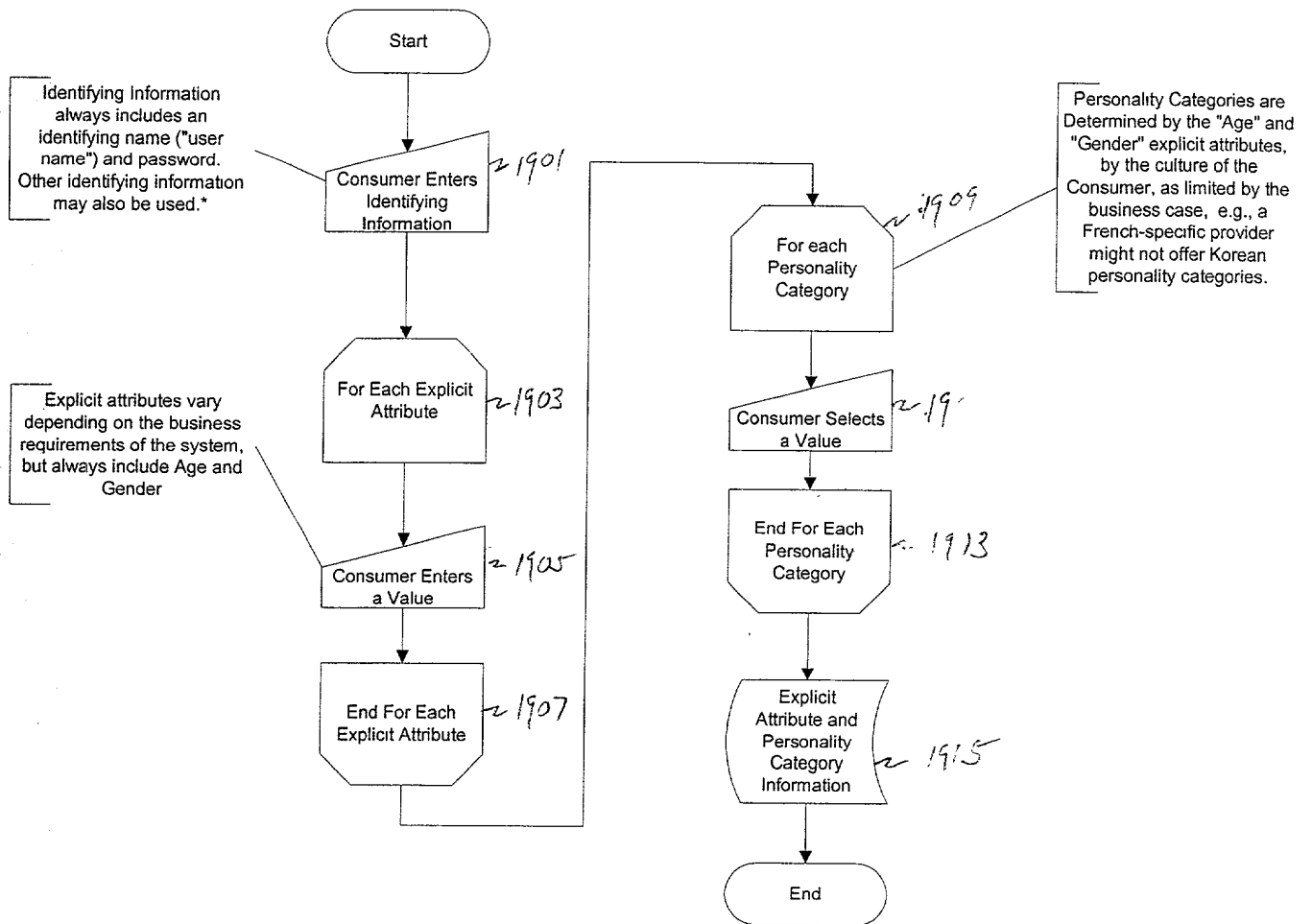
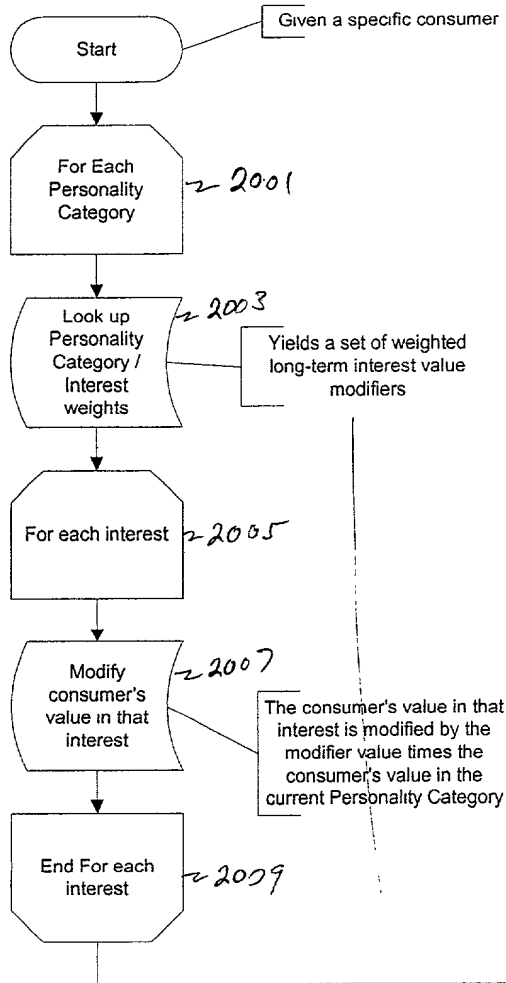


FIG. 19

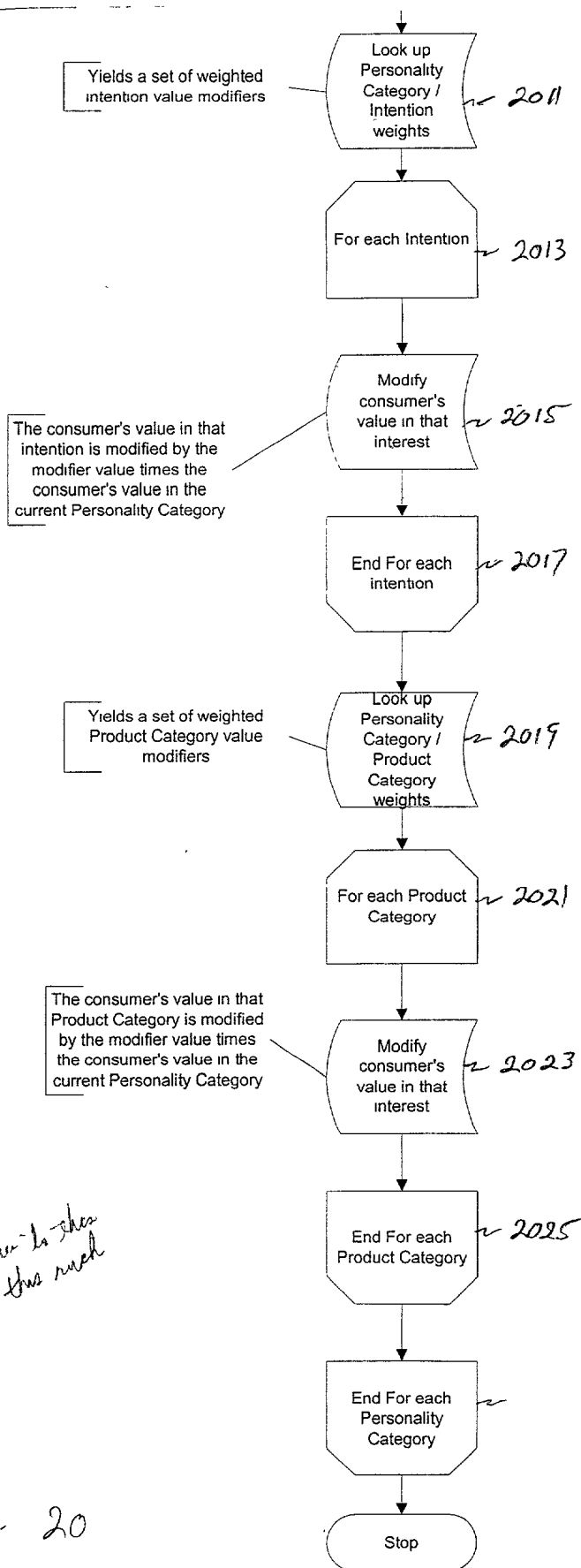
Portrait Consumer Mapping Created



guess of user value -- neg value

This intent applies to the category against this need

FIG. 20



Consumer Creates Other Digital Portraits

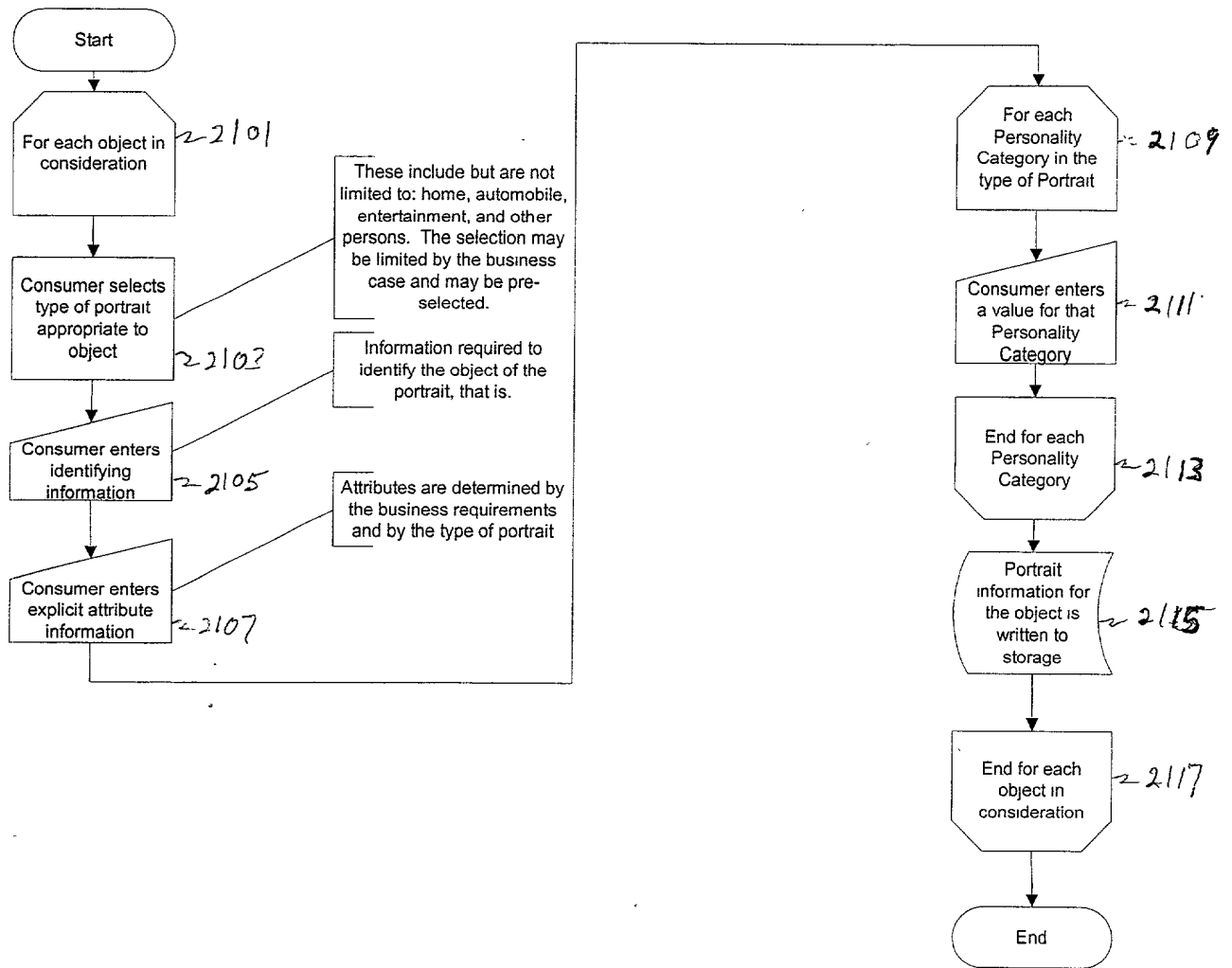


FIG. 21

Explicit Attributes and Preferences

eg I like red
I'm a size 12

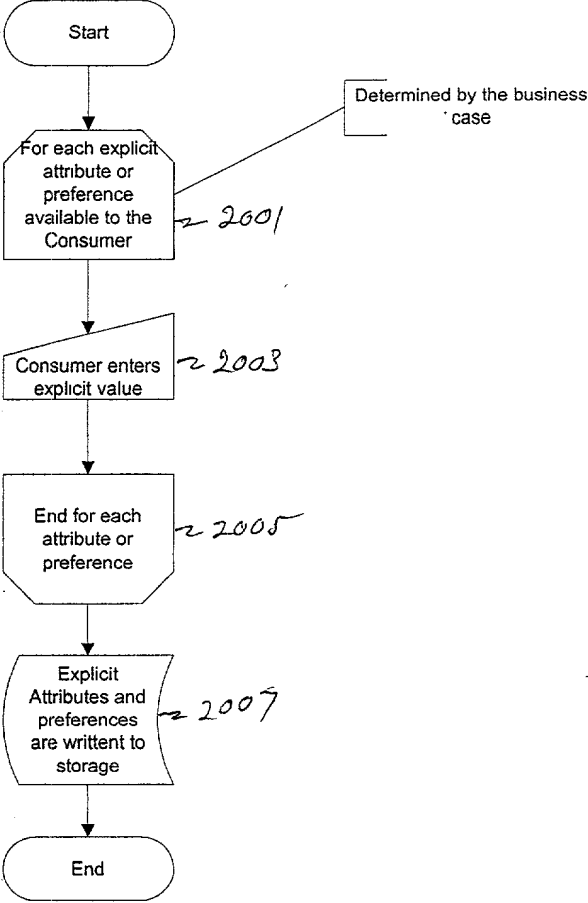


FIG. 22

Year	1900	1901	1902	1903	1904	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914	1915	1916	1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100
1900	1900	1901	1902	1903	1904	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914	1915	1916	1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100

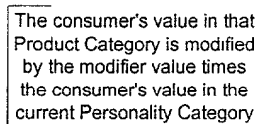
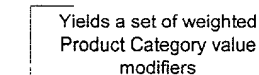
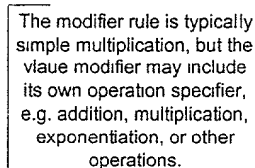
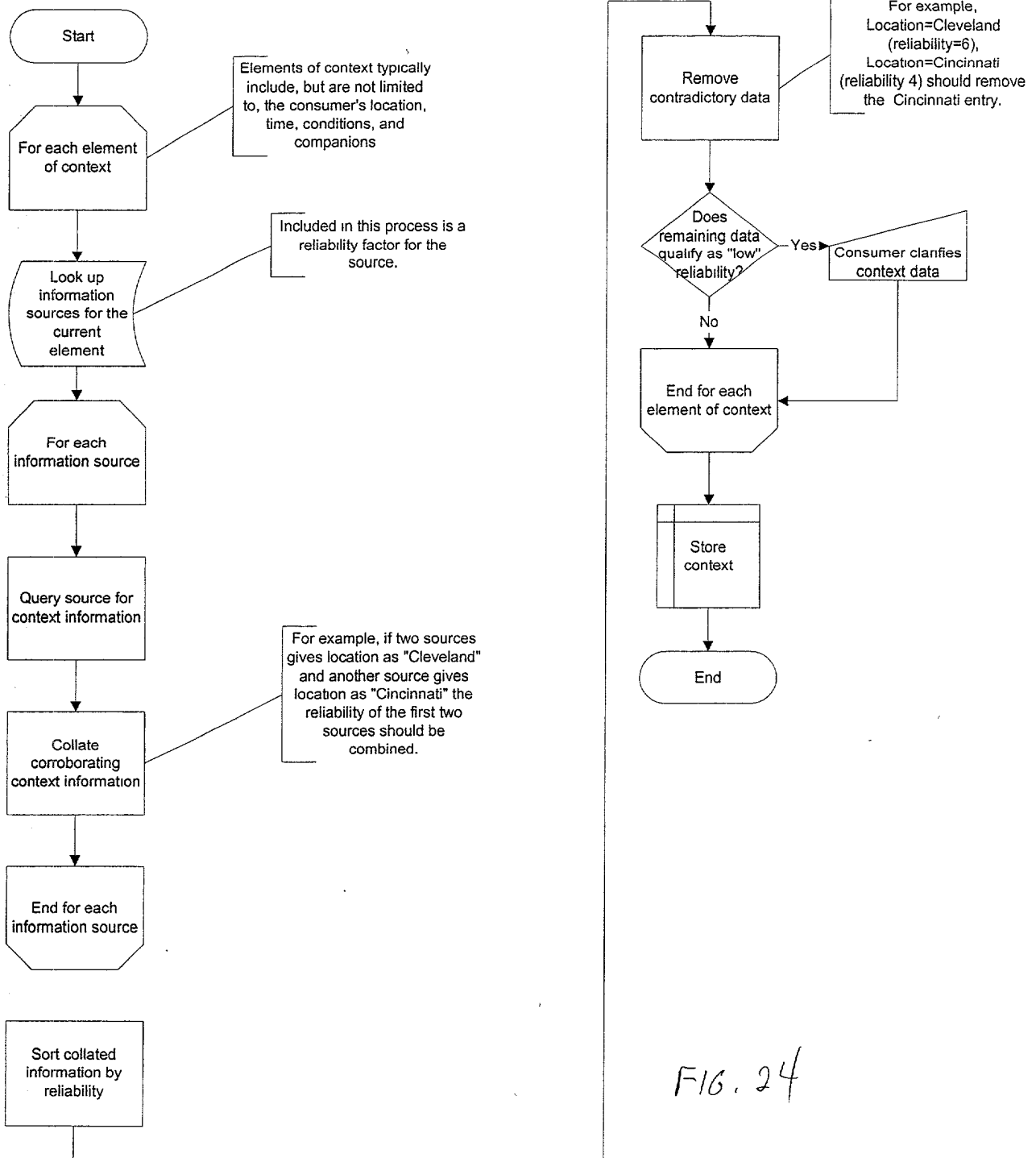


FIG. 23

Determination of Context



Determination of Intentions

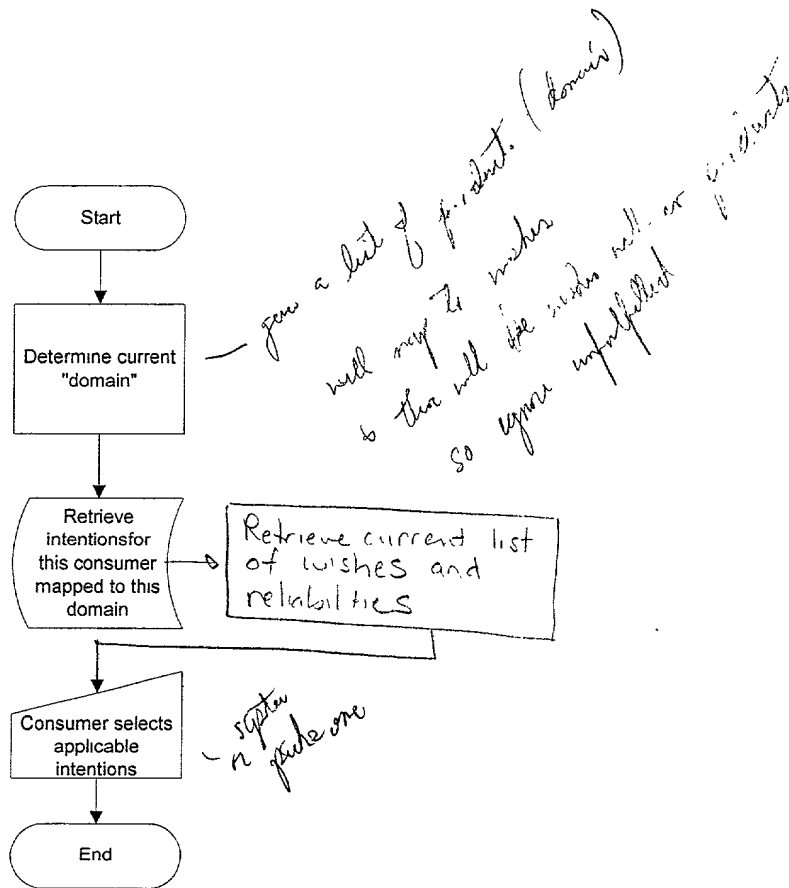


FIG. 25

Determine Intentions implied by Context

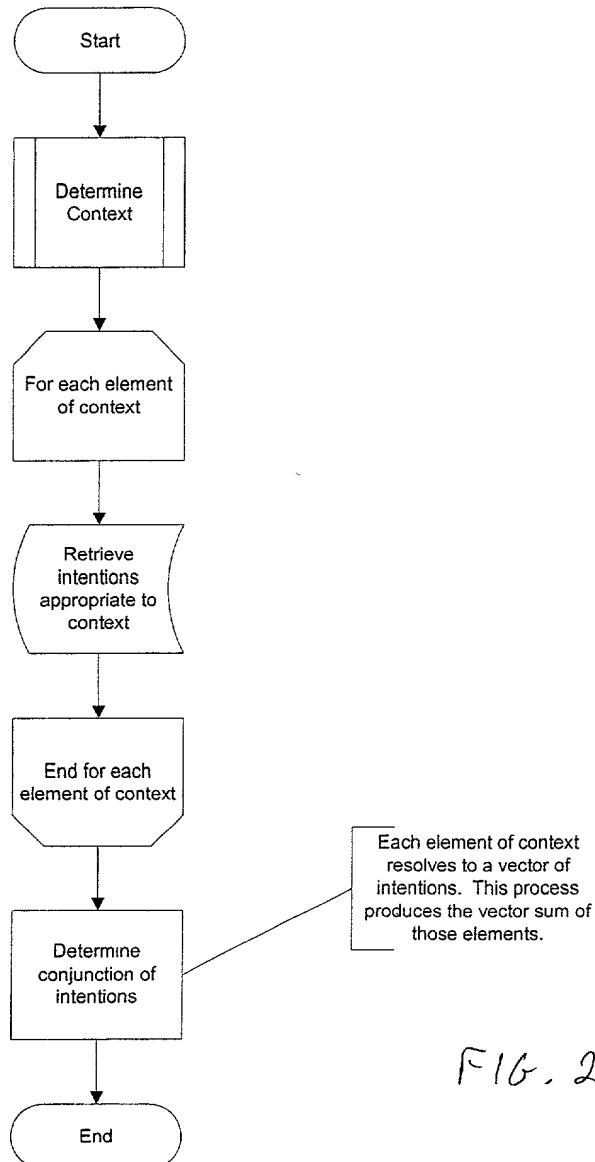


FIG. 26

Create Composite Interests

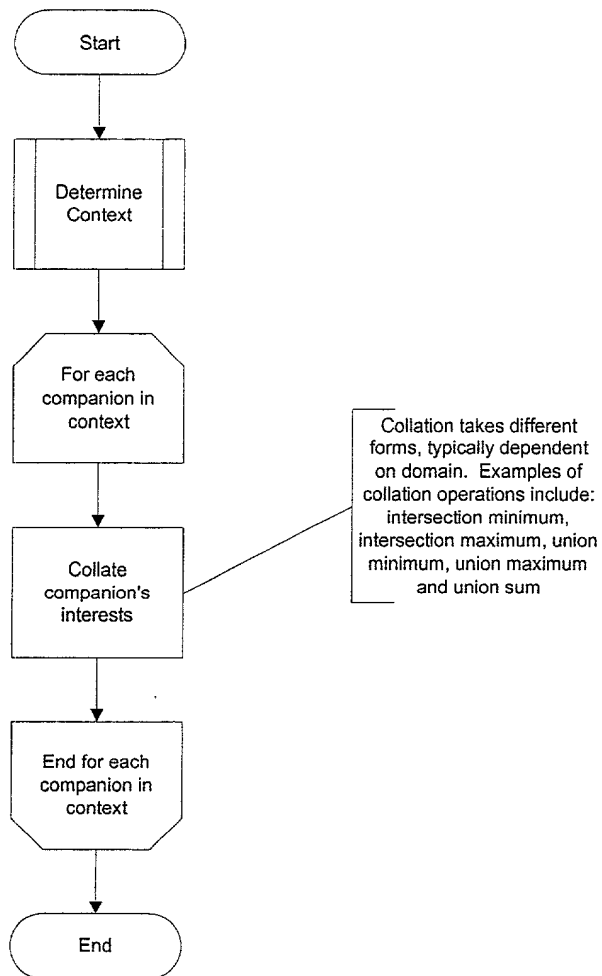


FIG. 27

Matching Process

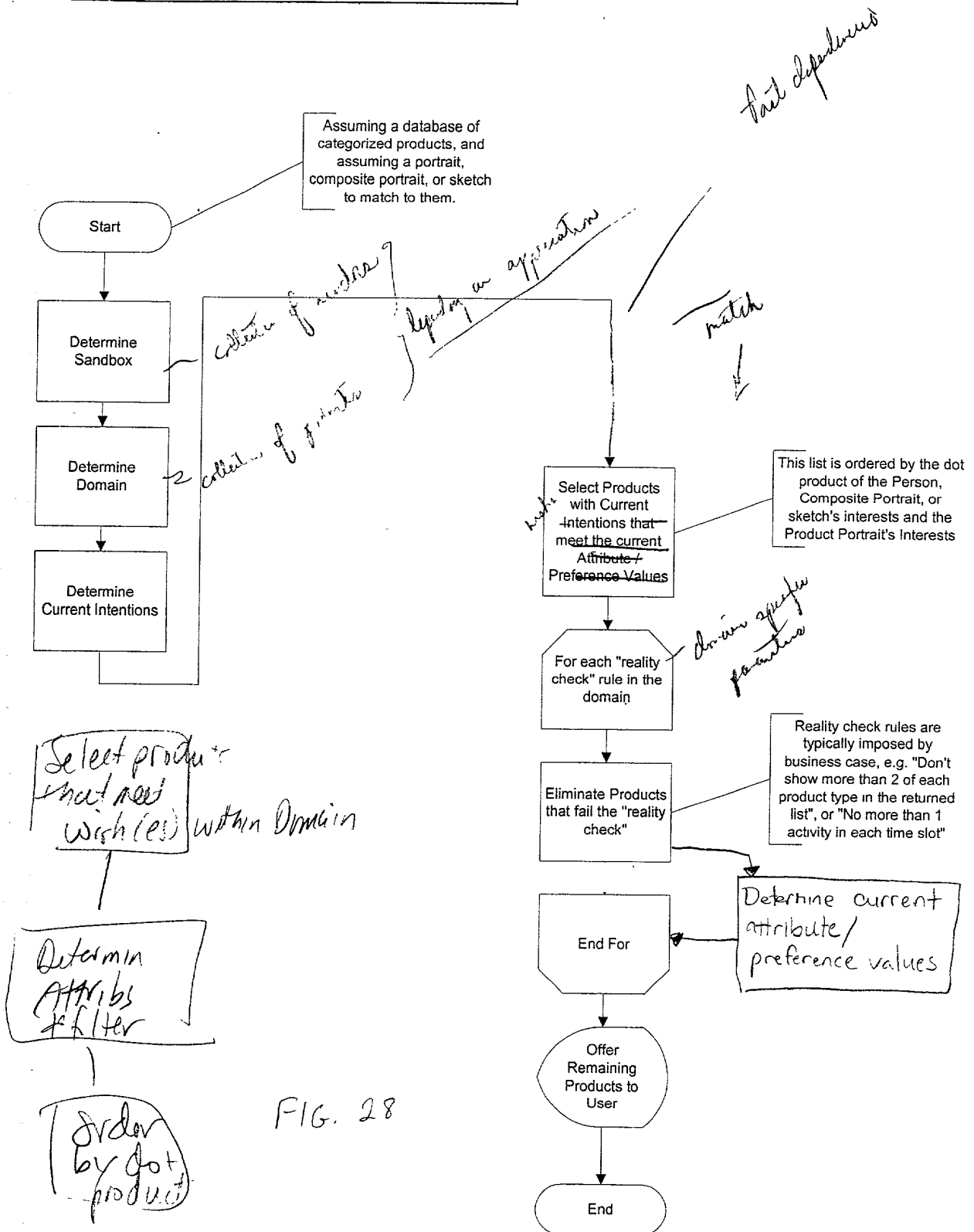


FIG. 28

Consumer Feedback Applied

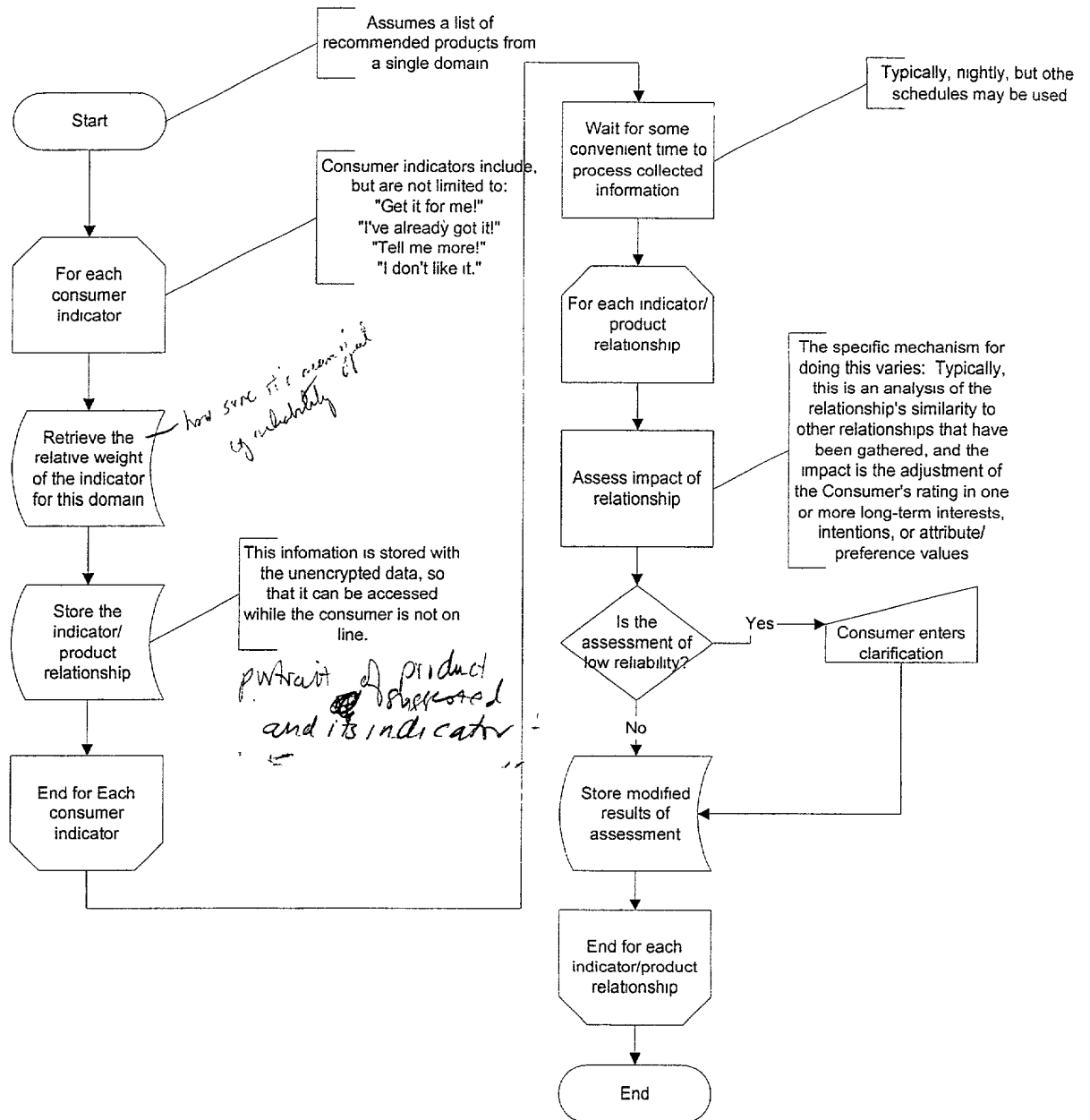


FIG. 29

Creation of Shadows

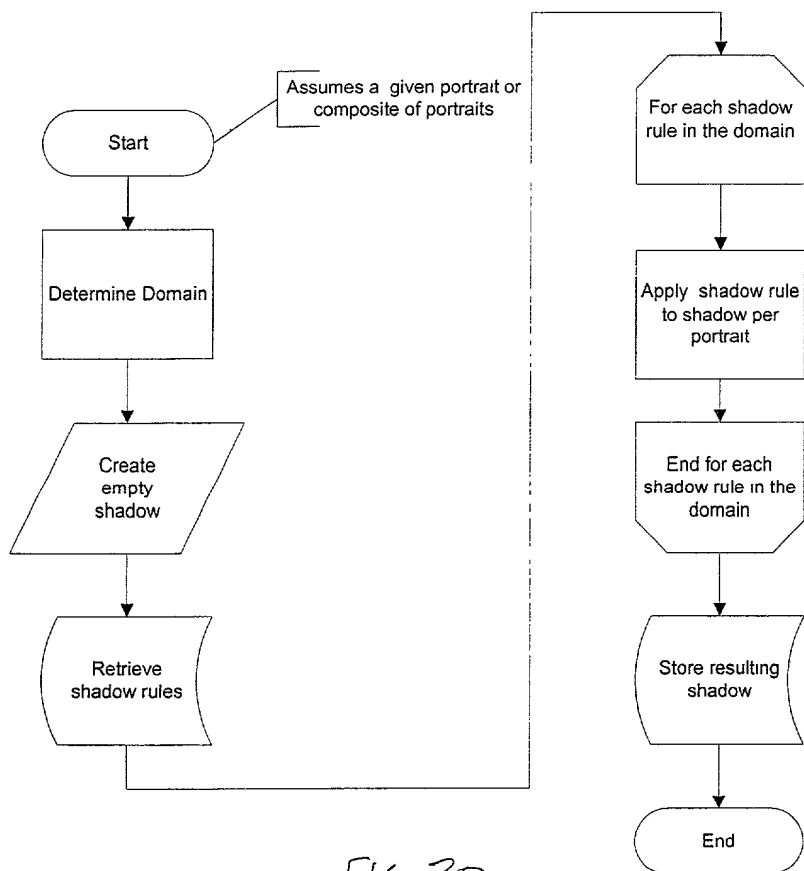


FIG. 30

Creation of Sketches

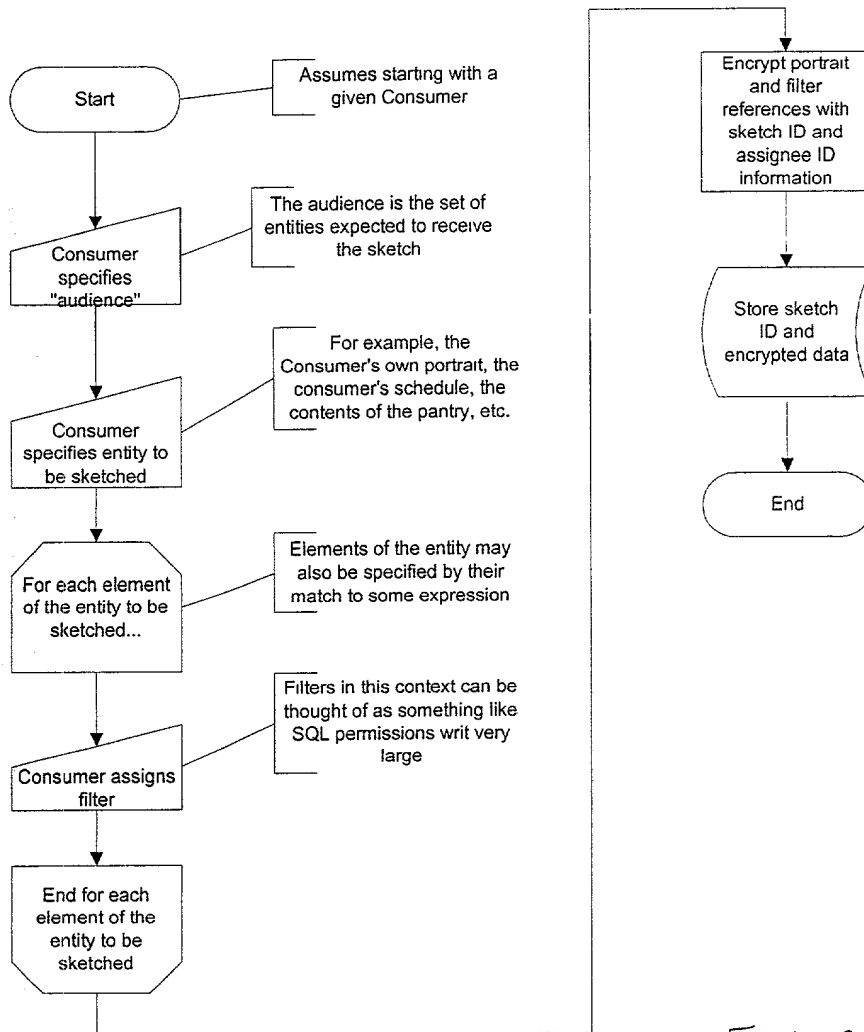


FIG. 31